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THE NATIONAL NEWSPAPER OF MARKETING

EWRR Absorbs W. S. Walker as Pittsburgh Unit

Acquisition Adds $3,700,000 in Billings; Etchen Heads Operation

NEW YORK, May 14—Erwin Wasey, Ruthrauff & Ryan has acquired W. S. Walker Advertising, Pittsburgh, which billed $3,700,000 last year. A new operation was immediately set up called Erwin Wasey, Ruthrauff & Ryan, W. S. Walker division.

EWRR, which last year billed $74,664,000, named Frederick R. Etchen Jr. senior vp and general manager of the division. Previously he was a staff vp in the New York office. Charles P. Richardson, who had been president of Walker, becomes vp and chairman of the plans board. Frederick L. Newmeyer, exec vp of Walker, becomes vp and account group supervisor.

Frederick C. Adams, formerly EWRR account supervisor, becomes vp and account group supervisor, and Lee Nestor, previously vp-account services at Walker, becomes vp and director.

■ Walker accounts include Alleghany Ludlum Steel, Joy Mfg. Co., Pittsburgh Coke & Chemical Co. and Consolidation Coal Co.

EWRR said the acquisition made the Walker division its fourth largest U. S. office, after New York, Chicago and Los Angeles. The agency has ten domestic and six foreign offices. EWRR opened a Pittsburgh service office last fall but felt the need "for

(*Continued on Page* 128)

D-F-S Keeps Army Account; 6 Agencies Seek National Guard

WASHINGTON, May 14—Plans for two remaining segments of the three major military recruiting accounts jelled this week as (1) the National Guard Bureau reported six agencies will be invited here later this month to discuss a $300,000 assignment and (2) the Army announced that it will stick with Dancer-Fitzgerald-Sample for another year.

Following the lead of the Air Force, which opened its account to competition early in the year, the National Guard informed 45 "top billing" agencies that it is interested in hearing from agencies that might be interested in its account. Officials reported today that six agencies, including the present incumbent, VanSant, Dugdale & Co., Baltimore, registered interest.

■ Among the six is Erwin Wasey, Ruthrauff & Ryan, which lost the $1,000,000 Air Force account to MacManus, John & Adams last month (AA, April 13). Also Fuller & Smith & Ross, the third of the three Air Force finalists.

Besides VanSant, Dugdale, EWRR and F&S&R, the National Guard selection board, under the chairmanship of Maj. Gen. Winston P. Wilson, deputy chief of the National Guard Bureau, also expects to have presentations by Bozell & Jacobs; Fletcher Richards, Calkins & Holden, and Ketchum, MacLeod & Grove. Sessions are scheduled for May 26-27.

■ In announcing its decision to keep Dancer-Fitzgerald-Sample for another year, the Army noted that the agency "successfully competed" for the account since October, 1952.

(*Continued on Page* 128)

OUTLASTS—*With this newspaper ad, Minnesota Mining & Mfg. Co. introduces Scotch-Brite, a rust-proof, splinter-proof, re-usable scouring pad, on the West Coast and in a number of unspecified test markets.*

Scotch-Brite Non-Rust Scouring Pad Bows

ST. PAUL, May 14—Minnesota Mining & Mfg. Co. has introduced a scouring pad called Scotch-Brite, which it says "will neither rust nor splinter and can be rinsed clean and re-used time after time," with a saturation ad campaign on the West Coast.

The campaign, being conducted along the coast from Seattle to San Diego, is using four-color newspaper pages and one-minute television spots.

■ It is also being introduced in four unspecified test markets—and in the Twin Cities area.

How long the introductory phase will run before national marketing is still indefinite.

The company says that in addition to cleaning pans and dishes, the product can be used to clean vegetables, remove heel marks from asphalt tile and linoleum, clean oven broilers and griddles and for all-purpose scouring.

Batten, Barton, Durstine & Osborn is the agency. #

'What Code Is That Again?' . . .

Stiffer Enforcement May (or May Not) Make TV Code a Buying Influence

More Revocation Notes to Be Sent; Advertiser, Agency Reactions Vary

NEW YORK, May 15—With a block of stations losing the right to display the NAB tv code seal, as a result of their infractions of the code, this seems an apt time to look for an answer to the question: How much, if at all, does the NAB tv code seal influence buyers?

Not very much, if the reaction of the advertisers and agencies checked by ADVERTISING AGE this week is indicative.

Lestoil, the biggest television spender, on an individual product basis, was even hazy on the subject of what the code seal is.

■ However, there is some indication that the industry's good practices symbol may become more important in the eyes of the buyers now that the board has decided to crack down on offenders. As a Compton Advertising executive said, "We'll keep a sharper lookout now, because we don't want to be next to Preparation H."

The first of a series of citations against code offenders came early this month, when seven or eight stations were dropped by the NAB tv board for (1) accepting an "unacceptable" product—in this case, Preparation H hemorrhoid treatment, (2) triple spotting or (3) exceeding the allowed commercial time lengths (AA, May 4).

Other stations are expected to be disciplined later if they do not fall in line after this show of strength on the part of the telecasters' self-regulation group.

About eight more notifications of pending citations will be sent to stations 20 days before the next

(*Continued on Page* 128)

Auto Ads Are 'Emotional Flop,' MRA Study Finds

73% of Auto Buyers Feel Ads Dishonest, Wrong and 'Saying Same Thing'

NEW YORK, May 15—New car advertising is not only misleading, dishonest, all wrong and just plain doubletalk, it is also a big flop emotionally once the consumer goes ahead and buys a certain brand. At least that's the indictment made by a newly-completed motivational study.

A survey of domestic and foreign car preferences, done by Motivation Research Associates, challenged the per-dollar value of ad expenditures by auto makers and dealers.

A depth sampling of 83 consumers in New York, Chicago, Philadelphia and Boston led MRA to the following conclusions:

• Approximately 73% of the consumers feel car ads are dishonest, misleading, all wrong, doubletalk or "saying the same thing."

• Certain new car "images" pro-

(*Continued on Page* 128)

Street & Finney Gets Super Suds, Dropped by C&W

C&W Leaves Colgate Stable as Billings Drop to $500,000

NEW YORK, May 14—Cunningham & Walsh gave up last week after more than six years as a Colgate-Palmolive Co. agency and sent in a friendly letter of resignation.

The company said today the C&W departure was "by mutual agreement" and awarded the Super Suds business to Street & Finney. Its annual billing is $500,000. Advertising for Brisk dentifrice, which C&W also had, stopped about four months ago, the ageney said, and does not appear to have been reassigned.

Thus C&W bows out of a client relationship it hoped would lead to big things when it acquired Super Suds in 1952. It was then—and still is—a very troubled soap brand.

■ Since then, C&W pitched periodically for additional Colgate business. It acquired Brisk in 1957 when it reportedly was a seven-figure account. But the product

(*Continued on Page* 125)

Compromise Patches IAA Rift; New By-Laws Get Okay of Europeans

Tutching, Farner Settle Dispute Over Charges of Domination by U. S.

By Milton Moskowitz
International Editor

VIENNA (By cable), May 13—Harmony reigned today at the opening of the European regional conference of the International Advertising Assn.

With a formal handshake, Vincent Tutching, president of IAA, and Rudolf Farner, regional vp for Europe, put their seal on a negotiated agreement designed to keep peace in the family. As a result there will be no walkout here of European members of IAA.

They have agreed to remain within the organization, although they made it clear they still want some changes.

■ The agreement was hammered out yesterday by Mr. Tutching and Mr. Farner as the European committee of the IAA met in Vienna's famed Sacher Hotel.

They drafted a joint statement announcing "complete agreement" on two main issues—revision of the constitution and IAA operations in Europe. Their statement was submitted last night to European members attending the conference, who approved it unanimously. It will now go to the IAA

(*Continued on Page* 52)

Compton Gets Eversharp Pen

CHICAGO, May 14—Eversharp Pen Co. today awarded its $500,000 advertising account to Compton Advertising. The company had been seeking an agency since March, when it and Benton & Bowles "mutually" terminated a 13-month relationship (AA, March 2).

(Last year, Eversharp invested about $400,000 in advertising, with more than 50% going into spot television and the rest in newspapers.)

George A. Eddy, Eversharp vp of marketing, told ADVERTISING AGE

(*Continued on Page* 128)

Last Minute News Flashes

Regal Brewing to Switch to L&N from Heintz

SAN FRANCISCO, May 15—Regal Brewing Co. will shift its $1,000,000-plus account from Heintz & Co. to Lennen & Newell effective Aug. 1.

Borden Instant Potatoes Moves to Y&R from L&N

NEW YORK, May 15—Borden Foods Co. will shift its instant whipped potatoes from Lennen & Newell to Young & Rubicam. The product has just begun national advertising, using tv spots in 107 markets, and moving into color ads in supplements of 115 newspapers (AA, May 11), using a coupon worth 35¢ on another package of instant potatoes or a supply of fresh potatoes.

Dorann Foods Shifts to Zlowe from Fred Gardner

RYE, N. Y., May 15—Dorann Foods, packer of Dorann Farms frozen food products, has switched its account from Fred Gardner Co. to Zlowe Co. A new campaign is being prepared for radio and tv.

Sackheim Gets Myomist Account from Durstine

NEW YORK, May 15—Parry Laboratories has appointed Maxwell Sackheim & Co. to handle advertising for Myomist mouth spray. The product has been test marketed in the past year and will be promoted with a $500,000 program in tv, radio and print this year, beginning next month, according to the agency. Roy S. Durstine Inc. formerly handled the account.

(*Additional News Flashes on Page* 129)

Rating Execs Watch Little TV, 'Newsweek' Finds

Not Responsible for Programming, 5 Researchers Say

NEW YORK, May 14—Radio and tv actors and producers, many of whom already can't abide the rating practitioners, now have another reason to detest them.

The men whose figures can help to make or break the performer say that they, excepting one tv fan, are too busy to watch much television, according to a special tv-radio report in the May 18 issue of *Newsweek*. And they entered a more or less general denial of responsibility for what gets on the air and for lowering tv program standards.

Among the most interesting quotes from the researchers:

• **A. C. Nielsen, A. C. Nielsen Co.**—"I'm just a researcher. If the reports we make to networks or sponsors convince them that a given program must be dropped, that has nothing to do with us.

"What annoys me about a lot of the stuff that gets written is that it's ill informed. How can anyone pit himself against a giant electronic research system?

"It's true that when a show gets a high rating, other producers tend to copy it and I suppose that does make for a certain amount of uniformity. But that's the policy of the producers—nothing to do with us.

"To tell you the truth, I haven't had time in the last few years to watch it [tv] very much. I usually

(Continued on Page 130)

BIGGEST—*Lestoil will launch what it calls the largest newspaper drive for a single product in a single Chicago daily, using the Chicago Tribune for a full year starting May 18. Cost of the ads, totaling 90,000 lines, will be $159,183. Jackson Associates, Holyoke, Mass., is the agency.*

Merchandising Aid Is Given Dailies in Ohio Oil Sweepstakes

PHILADELPHIA, May 12—"$250,000 sweepstakes" campaign, in which every Marathon gasoline dealer in four states will participate in June and July, will be merchandised in a new way to some 175 newspapers in Ohio Michigan, Illinois, Indiana and part of Kentucky.

Paul Rowe, of N.W. Ayer & Son, speaking to the Philadelphia chapter of the American Assn. of Newspaper Representatives, de-

(Continued on Page 77)

'58 R.O.P. Linage Hit 122,621,232

NEW YORK, May 12—Color r.o.p. advertising linage in the 220 newspapers measured by Media Records was up to 122,621,232 lines in 1958, compared with 114,645,675 lines in 1957.

The top r.o.p. paper in terms of linage in 1958—as in 1957—was the *Milwaukee Journal* with 2,400,344 lines. The *Los Angeles Times*, in the No. 2 spot in 1957, held its position in 1958 with 1,882,231 lines.

■ This rosy 1958 situation promises to continue into 1959, with the linage for the top 50 papers during the first quarter hitting 13,247,255 lines as against 11,929,673 lines during the first quarter of 1958.

The *Milwaukee Journal* again leads in the first-quarter linage, with 540,573 lines.

The lists of newspapers and linage for 1958 and for the 50 papers in first quarter of 1959 are reproduced on Pages 53 and 125. #

World Trade Fair Draws 63 Nations

NEW YORK, May 12—The U.S. World Trade Fair opened here last week with more than 3,000 exhibits from 63 countries crammed into the nine-acre New York Coliseum.

This year's edition of the fair, now an annual event, differed only slightly from previous years in types of merchandise displayed by participants.

Holland's exhibit, for example, was again fragrant with the odor of cheese and chocolate, while France again relied on fashions and fabrics, perfumes and wines.

Cuba, in addition to a couple of bearded Castro revolutionaries, highlighted tobacco, sugar, coffee and native handicraft wares.

West Germany displayed opticals, sports and quality household products and Japan offered its traditional line of textiles, fabrics and camera equipment.

■ Of the 63 nations exhibiting more than $75,000,000 worth of merchandise, only Italy included automotive products, with sports cars and motor scooters in its pavilion.

As in previous years, virtually all national pavilions featured tourist attractions through elaborate displays.

One of the biggest attractions this year is the pavilion sponsored by the European Community Organization, comprising France, Italy, West Germany and the Benelux nations.

Koehl, Landis & Landan is the agency for the fair. #

BE FOOT HAPPY!
or Quick Relief From Any Common Foot Trouble, You Can Depend on
Dr Scholl's
Happy Feet
Dr Scholl's FOOT COMFORT WEEK

FOOT COMFORT—*Scholl Mfg. Co. is using this full page in The Saturday Evening Post on June 20 to launch Dr. Scholl's Foot Comfort Week. Scholl will use the Post almost every week this year for its products. Donahue & Coe is the agency.*

Cowen Hits P.O.'s Envelope Rules as Promoting Conformity

CHICAGO, May 13—Henry Cowen, assistant subscription sales manager of *Look*, today criticized a U.S. government proposal to standardize the size of envelopes used by direct mail users.

"There is entirely too much conformity now," Mr. Cowen said in a talk before the Mail Advertising Club of Chicago. He asserted that envelopes of different and unusual sizes attract more attention and illustrated his point with numerous *Look* mailing pieces.

Mr. Cowen urged direct mail advertisers to create colorful and interesting envelopes. "You must make them interesting enough to make your prospect want to open them to see what is inside," he said. #

Pillsworth Heads Guild

Jerry Pillsworth, promotion manager of Downsview Lumber & Supply, has been elected president of the Advertisers' Guild at its annual general meeting in Toronto. Other new officers are Mal McCarthy, Fred Thompson Sales, vp; Donald Smith, All Canada Radio & Television Ltd., secretary, and Ron Shearer, Shear Display & Design Ltd., treasurer.

Anderson to Missiles Book

Paul N. Anderson, for the past five years news editor of *Product Engineering*, published by McGraw-Hill Publishing Co., has joined American Aviation Publications, Washington, as east south central and south Atlantic states regional ad manager of *Missiles & Rockets*.

Billings Slide Leads BBDO to Drop Eagle Pencil

NEW YORK, May 12—Batten, Barton, Durstine & Osborn this week erased Eagle Pencil Co. from its U.S. client list. The agency will continue to handle the account in Canada.

Although neither BBDO nor Eagle has announced reasons for the split, it was learned that the agency resigned the business because of steadily sliding billings since 1956, when Eagle moved over from the French & Preston agency.

Billings last year were reportedly less than $300,000.

David E. Price, vp of marketing of Eagle, said the parting was amicable and that BBDO would continue handling the U.S. business until a new agency is selected, probably in the fall.

Meantime, said Mr. Price, the company will establish "criteria" for agency selection and will begin accepting presentations next week. #

GE Ads Tell How Community Is Tied to State of Business

SCHENECTADY, N. Y., May 12—"The business of America," said Calvin Coolidge cryptically, "is business."

And according to General Electric Co., "What happens to business happens to everyone." This is the theme of a newspaper advertising campaign which GE is launching this week.

The series will comprise 10 ads of 1,500 lines each.

GE's broad objective is to enlarge and strengthen public under-

standing of the contributions of business generally, and of GE in particular, to the progress and prosperity of the community and its people. The ads will discuss many of the problems confronting business and point out the community's stake in the continuing operation and success of business.

Underlining the interdependence of business and the community, the ad copy is solid with facts and figures, but the photographic art is light or mildly off-beat.

Doug Johnson Associates, Syracuse, is the agency for the campaign. #

S.F. Copy Club Sets Art Show

The Copy Writers' Club of San Francisco has launched the first Copy Show to be held in the West, intended to publicize outstanding copy on 1959 campaigns. Deadline for entries is Nov. 6. Judges will be Draper Daniels, exec vp in charge of creative services, Leo Burnett Co., Chicago; Whit Hobbs, associate copy director of Batten, Barton, Durstine & Osborn, New York, and William Tyler, exec vp, Benton & Bowles, New York.

Gourmet Isn't Target of Taylor Wine Advertising, but He's 'Not Excluded'

Ads Are 'Based on What We're Going to Do, Not What We've Done': Taylor

NEW YORK, May 12—Taylor Wine Co., Hammondsport, N. Y., has increased its case sales almost 60% since 1954. The increase from year to year has been on an accelerating basis, with 1958 showing a gain of 15.9% over 1957.

Much of this sales increase can be credited to the company's advertising program, Greyton H. Taylor, vp of advertising and sales promotion, said. D'Arcy Advertising Co. has handled the account since 1954.

Greyton H. Taylor

In a special interview with ADVERTISING AGE, Mr. Taylor spoke frankly of the thinking behind his company's advertising, gave full credit to the agency for its contributions and discussed some of the marketing problems peculiar to his industry.

■ Mr. Taylor and his two brothers—Fred C., president, and Clarence W., vp of production—have built the business they inherited from their father from a small winery to one of the major producing companies of fine wines in the U. S. They have done so, Mr. Taylor said, because they all grew up in the business and know every phase of it—grape culture, grape chemistry, wine making, finance, packaging, merchandising, and markets. The final item in this list, in Mr. Taylor's opinion, essentially means knowing people.

"Our market," he said, "is the people who want to live well and are not particularly concerned with putting on a show while doing it.

"Our product is fine wines.

"So our advertising problem is to present the enjoyment of fine wines as a natural part of good living—to do this in terms of situations and people that the reader can feel at home with—and, in what we say, to give the reader a feeling of confidence that

(Continued on Page 44)

PAY OFF ADS—*Taylor Wine Co. currently is running page advertisements like these in 11 magazines. The company reports that its case sales have increased 60% since 1954.*

Buick Tries Mail Sampling to Find Potential Buyers

FLINT, MICH., May 12—A selective sampling of the customer reservoir for 1959 Buicks, begun in March independent of retail dealers, will be continued indefinitely, ADVERTISING AGE has learned.

The operation was outlined briefly this week by E. C. Kennard, general sales manager of the Buick division of General Motors, who is writing directly to a list of potential customers across the nation.

Buick said it was reserving comment on the success of the program for competitive reasons, and would not say exactly how extensive the probe is. It is being handled at the level of district managers, who are making the personal contacts in each case, after the introductory letter from Mr. Kennard.

His initial letter, in one case, read in part as follows:

"I would be grateful if you would take time out from a busy schedule to explore for yourself and to prove for yourself the many merits of the 1959 Buick.

"On May 4 our district manager, Mr. B. E. Stewart, will be in your city, and will contact you to arrange for you to sample the car, without obligation, and to answer any questions you may have. Please feel free to give it a thorough test in traffic and on the highway. I am confident you will be surprised and excited about every new feature.

"I appreciate your courtesy in taking time to visit with Mr. Stewart and for driving one of our cars. I will be pleased to have your comments."

■ Buick has a widespread sales staff, with regional, zone and district boundaries. It is the managers at the district level, not dealer sales managers or salesmen, who are carrying through on the personal follow-up after Mr. Kennard's door-opening invitation.

Buick did not say how its invitational list was compiled, nor whether it is made up of earlier Buick owners, non-owners, or both. #

Chirurg Agency Abandons Boston, Goes Suburban

BOSTON, May 12—An hour a day lopped off in commuting time.

A $7.50 weekly saving in parking costs.

Freedom from stop-and-wait commuter traffic snarls.

These three lures completely erased a potential problem facing the James Thomas Chirurg Co. in its plans to surrender its downtown Boston location for a suburban address for the agency.

■ "We were concerned with the possibility of losing several employes," said Wallace L. Shepardson, agency president. "At first it looked as if an artist, and four or five girls, would be lost.

"But after seeing the plans and hearing some of the enthusiasm about the comforts and convenience of working outside the city, minds were changed quickly. Everyone's going—a 100% shift."

Chirurg, one of the top three Boston-headquartered agencies

(*Continued on Page* 80)

Manchee Proud
Shannon Andrick Bernstein

AT AFA MEETING—*Speakers at the AFA fifth district meeting in Huntington, W. Va., included Louis Shannon, E. I. du Pont; Fred Manchee, former BBDO exec vp, and S. R. Bernstein, Advertising Age. With them are James Proud, AFA president, and George R. Andrick, WSAZ, Huntington, chairman of the meeting.*

Raise U.S. Standards via Ads, AFA Social Amelioration Session Urged

5th District Meeting Theme: 'Make America More Like Ad Pictures'

HUNTINGTON, W. VA., May 12—In an unusual annual conference here last weekend, the fifth district of the Advertising Federation of America, composed of advertising clubs in Indiana, Ohio and West Virginia, explored advertising's potential ability to raise the standard of social conduct in the U. S.

Theme of the conference was, "Let's Make the Real America More Like the Pictures in the Ads," which is the title of a talk first given to the Advertisers' Club of Cincinnati some 18 months ago by S. R. Bernstein, editorial director of ADVERTISING AGE.

Mr. Bernstein's thesis is that the ads mirror only the pleasant side of American life and that there is a large and constantly increasing anti-social side which needs correcting—largely by the same kind of psychological approach so frequently used in advertising.

Asserting that we have become too tolerant of unsocial conduct and of crime and immorality, Mr. Bernstein said: "We must change

(*Continued on Page* 48)

Education Gets $8,250,000 in Aid by Media: Ad Council

NEW YORK, May 12—Advertising media donated some $8,250,000 in free space during the first two years of a public service campaign in behalf of higher education, according to a report by the Council for Financial Aid to Education.

In a 32-page report to contributors, the council said that since the opening of the drive in 1957, print and broadcast media contributed space and time worth $8,250,000 at commercial rates at an out-of-pocket cost of $130,000 for materials and distribution.

Business, consumer and house magazines donated more than 500 pages to the campaign, newspapers over 4,000,000 lines of advertising and transit media more than 450,000 car cards, while broadcast media, including network and local radio and tv, kicked in hundreds of spot announcements on both sustaining and commercially sponsored shows, the council said.

At the same time, it was announced that the Advertising Council will continue the campaign for another three years. N.W. Ayer & Son is the volunteer agency. #

Bankers Life of Nebraska Sets First Magazine Campaign

LINCOLN, NEB., May 13—Bankers Life Insurance Co. of Nebraska, a 72-year-old company, is undertaking a national advertising program for the first time this year. (The company is not to be confused with Bankers Life & Casualty Co., Chicago, or Bankers Life Co., Des Moines.)

The company's campaign broke with a half-page ad in the April 6 issue of *Time*. Bankers Life also ran a half-page unit in the May 11 issue of *Newsweek*, and will run a quarter-page ad in the June 4 issue of *Life*.

All of the ads contain different illustrations of family scenes, sketched by Dwight Kirsch, a former resident of Lincoln. The slogan in the ads is, "The good things of life," and the copy contains no sell.

■ Readers of the ads are invited to write for reprints of the Kirsch drawings. The company told ADVERTISING AGE that it has already received 2,851 requests for reprints as a result of the *Time* ad and a direct mail campaign conducted by its insurance agents. The company reported it has had a 14.1% response from the direct mail campaign. Ayers, Swanson & Associates, Lincoln, is the agency.

Bankers Life said it decided on a national ad program because of growth and expanded operations. The company now operates in 30 states. The primary aim of the program is to increase the company's prestige with its agents and sales force.

■ Prior to this year, Bankers Life advertised locally in key markets, using primarily newspapers and radio. The company has budgeted $25,000 for national ads this year and will invest about the same amount in local advertising. The company and its agents share equally the space and time costs of ads, with Bankers Life paying for production costs. #

Chicago NIAA Chapter 'Advice': Don't Change

Name, Dues Proposals 'Defeated' in Poorly Attended Session

CHICAGO, May 12—Members of the Chicago chapter of National Industrial Advertisers Assn. voted last night against a proposed change in NIAA's name and a national dues increase.

Only 56 of the chapter's 435 members attended the meeting, and by the time it was over the number had dwindled to 12.

Purpose of this members-only meeting of NIAA's second largest chapter was to get the feeling of the membership on the recommendations of the NIAA organization development committee, which has formulated a plan aimed at curing the association's ills (AA, May 4).

The plan was presented to Chicago NIAA members by the chapter's 1st vice-president, Martin J. Butler, Diversey Corp., and 2nd vice-president, J. Wesley Rosberg, Buchen Co. They made it clear they favored the chapter backing for the committee's proposals at the NIAA national conference in San Francisco June 14-17, but they received little support from the floor.

■ One of the recommendations is that the word "National" be dropped from the association's name, in deference to Canadian members, so that the organization becomes simply the Industrial Advertisers Assn. Chicago members protested that there already is an IAA (International Advertising Assn.) and that NIAA has built up 30 years of good will under its current name. They voted 18-12 against the name change.

The discussion on the dues in-

(*Continued on Page* 130)

C-P's Genie's Not Doin' Right by Our Jeenie, Says Conley

SAN FRANCISCO, May 12—A "giant" and a Genie will tangle soon in federal court here in a trademark and unfair competition suit filed against Colgate-Palmolive Co. by Jay S. Conley & Co., Mountain View, Cal., detergent cleaner maker.

The suit, filed by attorney Anthony B. Diepenbrock on behalf of Conley (AA, May 11), charges that Colgate's Genie cleaner is an infringement of Conley's trademark, Jeenie.

No monetary damages are sought, only a "cease and desist" against using the name Genie by Colgate.

• Mr. Conley, who started his business in 1947 with only desk space and a capital of $1,930, now manufactures a line of household cleansing chemicals with annual sales of $300,000 in 11 western states, Texas, Alaska and Hawaii.

"With the help of Raymond L. Sines & Associates, San Francisco advertising agency," Mr Conley told AA, "we have succeeded in building our business from scratch to a substantial yearly volume.

"We began making our Miracle Cleaner in 1948," Mr. Conley continued, "and shortly thereafter Ray Sines originated the character Jeenie, which we adopted in 1953 as the trademark to cover our entire line.

"We spelled it in this specific manner," Mr. Conley explained, "in order that the character's name might go with the phrase, 'Do the job in a jiffy with Jasco Jeenie,' the Jasco portion being a derivative of my name."

■ The name was registered as a trademark in July, 1954, Mr. Con-

(*Continued on Page* 127)

VanSant Takes Eight Baltimore Ad Art Awards

BALTIMORE, May 12—The Baltimore Art Directors Club has announced winners for the best advertising art in 17 categories of advertising.

Judges selecting the best art were Edward Cottingham, Warwick & Legler, New York; Charles Thill, photographer, Nicholas Murray Studio, New York; Nate Berman, creative director, Berman Steinhardt Studio, Philadelphia; Raymond Ballinger, designer and instructor, Philadelphia Museum of Art; Alfred Cascino, Cargill, Wilson & Acree, Richmond, Va.

Winning art directors are listed in the various classifications in each of the categories of advertising art.

Consumer magazine: E. Rogers, VanSant, Dugdale & Co., full page, full col-

(*Continued on Page* 127)

TIDE'S IN—*This frame is from National Brewing Co.'s prizewinning seven-second animation tv spot, prepared by W. B. Doner & Co., Baltimore. Inrushing tide demonstrates that National Bohemian comes from Chesapeake Bay.*

Northam Warren Hunts Agency to Supersede DDB

STAMFORD, May 14—The search is on at Northam Warren Corp. for an agency to succeed Doyle Dane Bernbach. So far the company has seen "several" agencies, but "we have only just started interviewing, and we honestly have no idea which agency we will select," it said.

As soon as the news was out early this week that the agency and company were splitting up June 8, "an awful lot of agencies began calling," Richard E. Marsh, ad manager, told ADVERTISING AGE today. The business, which includes Cutex, Peggy Sage and Odorono, is generally quoted as a $2,000,000 account. However, it is believed to bill closer to $1,500,000, plus some collateral services.

"We are examining every possible qualified agency," Mr. Marsh told AA. But this will not be as complicated as it sounds, since to be "qualified," an agency must have strong cosmetic and fashion experience, be highly creative, and also have strong departments in research, media, and so on, he said.

■ The agencies are being invited to journey to Stamford to meet with the company, and "we are using regular interview techniques."

Any questionnaires involved?

"Good grief, no," he said.

The account termination is being attributed to basic differences in philosophy and policy. "It's quite unfortunate, but it just wasn't working out," Mr. Marsh said. He denied that the switch was due to any internal management differences.

The split of Warren and Doyle Dane comes on the eve of their first anniversary. At this time last year the company was proffering its account to Doyle Dane, which a few days before had "suddenly but amicably" agreed to part with Max Factor & Co.

Before that, Warren had been with J. M. Mathes for nine years. In 1955, Cutex and Peggy Sage went to Dowd, Redfield & Johnstone for a five-month sojourn before being reassigned to Mathes. #

American Trade Publishing Buys 'Inplant Food'

Inplant Food Management, Chicago monthly, has been bought by American Trade Publishing Co., New York, publisher of *Bakers Weekly, Biscuit & Cracker Baker* and *Feed Age*. The Chicago publication will be moved to New York in June. John R. Rutherford will continue as publisher and editor, and James E. Betts Jr. will continue as managing editor. Richard E. Brown, vp of American Trade Publishing, will be general manager. No change in advertising rates is contemplated. *Inplant Food Management* was established in 1953.

Highlights of This Week's Issue

NAB's tv code crackdown may have influence on time buyers' choice, Advertising Age reveals ..... Page 1

New car advertising is an emotional flop, Motivation Research Associates poll finds ..... Page 1

New non-rust, non-splinter reusable scouring pad, called Scotch-Brite, is introduced by Minnesota Mining & Mfg. Co. ..... Page 1

Researchers, whose ratings can make or break a radio or television show, for the most part don't watch or listen to the shows they rate, Newsweek study reveals ..... Page 2

Advertising and promotion have helped Taylor Wine Co. increase its case sales almost 60% since 1954, with 1958 showing a 15.9% gain over 1957, Advertising Age is told ..... Page 2

Batten, Barton, Durstine & Osborn drops Eagle Pencil Co. account when billings slide to less than $300,000 ..... Page 2

Buick tries selective mail sampling of customers in effort to find potential buyers ..... Page 3

The annual meeting of the fifth district of the Advertising Federation of America uses theme of "Let's Make the Real America More Like the Pictures in the Ads" ..... Page 3

James Thomas Chirurg Co. abandons its downtown location to move to a suburban address ..... Page 3

VanSant, Dugdale takes eight awards in the Baltimore Art Directors Club competition ..... Page 3

"Maverick" is helping Willys dealers sell jeeps, ABC Television poll of dealers reveals ..... Page 22

Business publications' advertising volume for April, 1959, trailed last year's volume by 0.1%, Industrial Marketing reveals ..... Page 31

Advertising's only justification is to perform a segment of the marketing job cheaper than any other means, Burnett's Weber tells National Society for Business Budgeting in Detroit ..... Page 32

F. W. Woolworth Ltd. celebrates its golden jubilee in Britain by doing its first advertising ..... Page 34

Advertising helps open doors to industrial buyers that the salesman cannot, James Daly tells NIAA meeting in Canada ..... Page 36

Companies in the future must use creativeness more intelligently to find out consumer likes and dislikes and what they will buy, General Foods' Mortimer says in Parlin Memorial Award lecture ..... Page 38

Sales boom for maker of personalized chocolates as business shifts to more modest gift giving ..... Page 84

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The Sun shines on worldwide coverage!

Wherever the news is made—outer space excepted—the Sunpapers are there. With bureaus in Bonn, Moscow, Rome, London—plus special correspondents at other strategic locations—we're quickly on top of every significant development. Back home, these bylined stories and analyses produce a large and loyal circulation—result in the kind of *advertising leadership* you are looking for. All because the Sunpapers practice the first rule of good journalism—*be* where the news is and *get* it.

Countdown To Survival
How Well Could U.S. Defend Its Shores?
Out Where The East Begins
By LEE McCARDELL
Under A Moscow Dateline
From A Window In Fleet Street
The New Republic On The Rhine
But The More Paris Changes
"Plus ça change, plus c'est la même chose."
By TANIA BOTHEZAT
[Special Correspondent of The Sun]
Paris.
THE PARIS clochards (hoboes) are very concerned. Their traditional way of living under "open skies" is threatened.
A member of the National Assembly has prepared a
for quite nice little sums.
Early in the morning, before the regular municipal services empty them, the poubelles are carefully inspected and searched by the clochards (men and women).
The recuperated "goods" are
always succeed in earning their day's living. They eat at cheap cafes or get a meal at the Salvation Army canteen
tions for the poor.
The clochard
never

The Baltimore Sunpapers

ABC 3/31/59: (Subject to audit) Combined Morning and Evening 413,299—Sunday 319,972

National Representatives: Cresmer & Woodward, Inc.—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

"This is the size we use in the Growing Greensboro Market!"

Set off a chain reaction! End up with carloads of sales by casting in on one of the South's real big super-markets—the Growing Greensboro Market. It's a top shopping-and spending area, where one-sixth of North Carolina's population accounts for one-fifth of the state's $4 billion in total retail sales annually. This makes the Growing Greensboro market the second best in the South and fourth best in the Nation in per family retail sales. If you want to pile those carts full with your particular product you will automatically select the Greensboro News and Record as your major advertising medium. Over 100,000 circulation daily. Over 400,000 readers daily.

Only medium with dominant coverage in the Greensboro 12-County ABC Market and selling influence in over half of North Carolina!

Sales Management Figures

Greensboro News and Record

GREENSBORO, NORTH CAROLINA
Represented by Jann & Kelley, Inc.

A message to advertisers about THIS WEEK Magazine:

"WE long ago learned the effectiveness of THIS WEEK Magazine in pre-selling our customers. Its sales power is unparalleled throughout the entire area served by our eighty-six stores. This isn't surprising when you realize that THIS WEEK is sponsored locally by the most influential newspaper in our area."

T. J. Conway
President, The Fisher Bros. Co., Cleveland, Ohio.
(86 stores. $102,178,195 annual volume)

To Move Goods Fastest...Buy The Big One **This Week**

This Week in Washington . . .

P.O., Budget Bureau at Loggerheads on Rate Bases, Need for Mail Boost

By Stanley E. Cohen
Washington Editor

WASHINGTON, May 14—Budget chief Maurice Stans better call in the Post Office Department's cost accountants. They are wrecking whatever chance the administration has to put over its plan for a 5¢ letter and 8¢ airmail. With Congress cool toward another postal rate hike this year, Mr. Stans has, nevertheless, spearheaded a drive for a big chunk of new revenue to bring postal income in line with expense. He says the way to accomplish this is by hiking first class and air mail by another penny.

But Deputy Postmaster General Hyde Gillette is feeding the Senate appropriations committee statistics which put Mr. Stans in an embarrassing situation. Falling back on the old, discredited cost ascertainment system, Mr. Gillette reports that first class and airmail currently show a $262,000,000 "profit" and that second and third class, despite recent rate increases, pay only a fraction of their "cost."

■ Needless to say, Mr. Stans and Mr. Gillette use different accounting theories to justify their respective approaches.

Mr. Stans regards first class and air mail as "premium" services, and he wants to charge them more than a straight percentage proportion of the department's overhead. Mr. Gillette uses a time and motion type of study, and he assesses each class of user his exact percentage of expense, regardless of intangibles like the value of the product, or preferred treatment.

Meanwhile postal patron organizations are doing their best to exploit the schism in administration ranks. In a letter to members of the Senate appropriations committee, Harry J. Maginnis, executive manager of Associated Third Class Mail Users, comments: "If Mr. Gillette's theory is now adopted, the Congress may wish to reduce the first class rate to 3¢ and raise the third class rate to 3.27¢. If that should transpire, you may be certain that the number of third class permit holders will be reduced from 235,000 to zero."

Do Censors Strain at Gnats? *Yes, there is a filth racket operating through the mails, but it is beginning to look as if Postmaster General Arthur Summerfield can't keep focused on it.*

Last year postal inspectors completed over 4,000 investigations involving filth mailed unsolicited into homes, and made 293 arrests. Appalled by the situation, Congress passed tough new anti-obscenity laws and applauded his promise of a "crusade" to "break the filth racket."

Now Mr. Summerfield seems obsessed with an urge to nail "big fellows." So he permits his legal staff to quibble over Goya paintings and D. H. Lawrence novels while publishers of indescribable filth sit idly on the sidelines, confident the attacks on "The Naked Maja" and "Lady Chatterley's Lover" will inevitably lead to court decisions blasting big loopholes in the new obscenity laws.

Even if Mr. Summerfield thinks he can win his fight over Goya and Lawrence—and past decisions show this is a mighty big "if"—what public purpose is served? Films and books do not need the Post Office, if it comes down to that. Where "banned in Boston" was once the sure-fire success slogan for spicy shows or books, "banned by Summerfield" is becoming the promotion gem of our day.

FTC Dilemma Over Fair Trade Efforts of electric appliance makers to police fair trade by withholding co-op advertising assistance from retailers who cut prices has raised a nice question at the Federal Trade Commission. Historically anti-fair trade, FTC has no desire to aid and abet efforts to pump new life into it.

As FTC sees it, the Robinson-Patman Act requires that co-op go to all outlets on equal terms. But several big national advertisers, including manufacturers of famous brand small appliances, contend retailers who violate state fair trade laws have dirty hands, and can't expect to go to FTC for protection.

The issue may be forced by a major shaver firm which is negotiating a compliance agreement under a recently issued order involving advertising allowances. Or it could come as a result of investigations and complaints against companies and products which have no previous record at FTC.

'Visit U.S. in '60' Gets Push *The plan for a worldwide "Visit the U.S. Year" promotion in 1960 is gathering momentum, with the U.S. Information Agency the latest medium to pledge full support. Armed with a Presidential proclamation, a steering committee involving the travel industry and the government is hard at work, and the next step involves appointment by Commerce Secretary Lewis Strauss of a special "Visit U.S.A. 1960" committee composed of eminent Americans.*

U.S. Information Agency has pledged to support the promotion with pamphlets, films and picture stories depicting cultural, scenic and social life in the U.S. In addition, the National Assn. of Travel Organizations is at work on a "Visit U.S.A. 1960" portfolio containing promotional material from states, cities, resorts and regulated carriers, which will be used by travel agencies and information offices here and abroad.

Senators Wax Economical Three manufacturers of non-skid floor preparations were on hand in the offices of Sen. William Proxmire (D., Wis.) yesterday to show how their products can make the floors of the Senate's fancy new $25,000,000 office building safe for high-heeled women.

After installing costly rubber tile flooring (cost: $100,000) in the new building, the Senate architect now wants to spend $150,000—about $750 per room—for carpeting to provide non-skid protection he overlooked when he planned the building. As part of the installation he has to clip half an inch off each of the highly polished walnut doors in the building.

At the test yesterday, Sen. Proxmire and Sen. Paul Douglas (D., Ill.) tried unsuccessfully to slide. Later they and at least three of their colleagues announced they definitely won't have carpets. "It costs $3 to cover each room with the test preparations," Sen. Proxmire said. "That means we could have 250 waxings for the price of one carpeting. That's enough waxing to last beyond the life of the building." #

La Roche Has Canadian Club

In a story last week dealing with Puerto Rico's emergence as a subject or background for advertising, Canadian Club whisky was mentioned as being handled by Foote, Cone & Belding. Actually, the account has long been with C. J. La Roche & Co.

MARKETING QUIZ

If you were after the $17.5 billion mass feeding market **which man would you sell?**

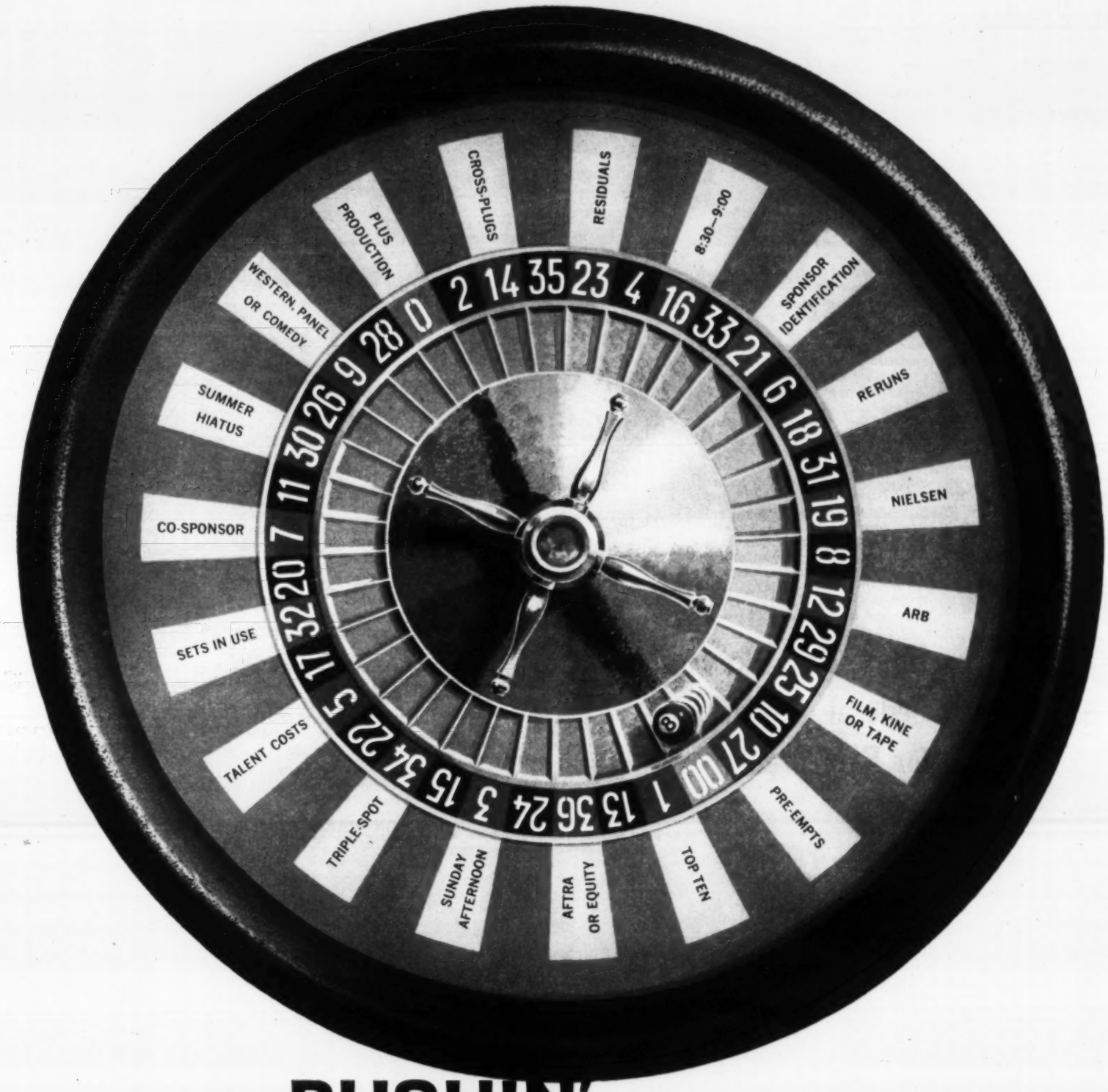
Mr. A
Mr. B
Mr. C
Mr. D
SNACKS
Institutional Feeder
Our customers are "captive." Feeding is not our primary interest. To sell us you have to be the low bidder.
Incidental Feeder
Here, feeding is a sideline...a convenience. Our daily volume isn't large.
Small Commercial Feeder
Attracting and pleasing customers is important to me—but my buying power is limited.
Large Commercial Feeder
I must give my customers good food, service and decor and I have the money to do it.

THE FIGURES. There are 152,000 institutional and 200,000 incidental feeding operations (Mr. A and Mr. B). Combined, they account for only 28.8 per cent of all the meals served away from home. The remaining meals, 71.2 per cent, are served in commercial restaurants (Mr. C and Mr. D). Thus, the 230,000 commercial restaurants are the "profit core" of the feeding industry. In "the *heart* of the profit core" are 55,000 large commercial feeders who do 80 per cent of the commercial business.

THE ANSWER is, of course, Mr. D. The large commercial feeder is the number one sales target. He has volume and the ability to buy new and better products. In fact, to stay in business, he *must* constantly improve his operation.

The award winning features in American Restaurant Magazine help the large commercial feeder keep his food, service and decor top-grade. This is the only magazine that concentrates on Mr. D and doesn't get sidetracked with Messrs. A, B and C. That's why American Restaurant has more subscribers in "the heart of the profit core" than any other publication. Want to know more about Mr. D? Send for these marketing tools: *1959 Restaurant Market & Sales Analysis; 1958 Subscriber Analysis; Readex Readership Reports.*

ABC
american RESTAURANT
PATTERSON PUBLISHING CO.
5 SOUTH WABASH AVE
CHICAGO 3, ILL



RUSHIN' ROULETTE FOR ADVERTISING MANAGERS

The game is fun to play. It quickens the pulse (or is it Trendex) like any other form of gambling.

But if you're looking for more of a sure thing, magazines are a pretty good bet. With your chips on The Saturday Evening Post, for example, you're sure of the circulation, market by market, week by week. You're sure of your audience and its quality. You're sure of audience responsiveness. And in the Post, you're sure that 29 million times each issue, someone turns to <u>your</u> ad page. (Repeat Ad Page Exposure costs you not an extra cent.)

All we're suggesting is that before you start to play, make sure your carfare home is in a good safe place. Safe, but—as a good many ad managers will tell you—a mighty exciting place, too!

A CURTIS MAGAZINE
The Saturday Evening POST
Sell the POST-INFLUENTIALS
-they tell the others!

Arndt, Preston Reorganizes Top Executive Staff

PHILADELPHIA, May 14—Arndt, Preston, Chapin, Lamb & Keen has reorganized its top executive staff to "give younger men more management authority," the agency announced. Changes are effective July 1.

James G. Lamb, chairman of the board, becomes chairman of the newly created executive committee. John F. Arndt, president, becomes board chairman and remains as treasurer.

John F. Arndt

Kenard G. Keen Jr., vp and director, moves up to president and Robert N. D. Arndt, vp and director, becomes exec vp. Seymour S. Preston Jr., vp and director, also becomes chairman of the plans board.

Norton J. Bond, account manager and director, becomes a vp and agency secretary, while Earle C. Thompson, account manager and director, moves up as a service vp and assistant treasurer.

Kenard G. Keen Jr.

James G. Lamb

■ Robert C. Chapin, Herman S. Theonebe, creative director, and James Robertson, art director, were renamed vps and members of the board.

Three other account managers and directors were promoted to service vps: Bernard Converse, Bertram A. Tunnell and Howard E. Walpert.

Mr. Lamb and John Arndt said the reorganization's objective was to gear for expansion by allowing specific executives to concentrate on more specialized fields of activity and to provide greater autonomy of specializing departments, including public relations, art, copy and research.

■ The agency, with current billings of over $10,000,000, states that so far in 1959 it has increased its rate of annual billings by almost another $1,000,000. This year it has added Foster-Wheeler Corp., Avisun Corp., Cotan division of Interchemical Corp., and smaller accounts. #

McGraw-Hill Boosts Coash to Ohio Head, McGraw to Publisher

NEW YORK, May 14—Carl J. Coash, since 1955 publisher of *Coal Age*, *Engineering & Mining Journal*, *E&MJ Metal & Mineral Markets*, and *Keystone Coal Buyers Manual*, has been appointed regional vp and district manager of the Ohio district for McGraw-Hill Publishing Co. He will make his headquarters in Cleveland, and will succeed Harry M. Grinton, who will retire Aug. 1.

Don C. McGraw Jr., associate publisher of *Industrial Distribution*, will succeed Mr. Coash as publisher of the McGraw-Hill mining publications. #

Kolynos 'Coronet' Ad Reprints Going to 75,000 Dentists

NEW YORK, May 14—Every dentist who ever got a sample package of Anacin is getting a four-page June *Coronet* reprint in his current sample. It's headlined "Let's stop cheating our children!" and it tells about "Kolynos . . . the only toothpaste accepted for advertising by the American Dental Assn."

Anacin and Kolynos are made by Whitehall Laboratories division of American Home Products Corp.

The fourth page of the *Coronet* advertisement is a reprint of a *Life* ad previously run by Kolynos. "To my knowledge this is the first time that we've ever reprinted another magazine's ad in *Coronet*," according to C. John Crockett, eastern advertising manager.

The mailing—to more than 75,000 dentists—of the four-page b&w ad is the latest effort in a campaign which got rolling last November when Kolynos told the ADA it would make no harsh or untruthful claims in its advertising. To this, ADA replied that Kolynos might advertise in the *ADA Journal* and could also attend ADA meetings, Richard G. Retting, vp in charge of advertising for Whitehall Laboratories, explained.

Tatham-Laird, Chicago, is the Kolynos agency. May 19 is the on-sale date for the June *Coronet*. #

House Unit Okays Federal 'Teeth' for Fair Trade

WASHINGTON, May 14—The House commerce committee today gave its approval to legislation which, for the first time, would use federal authority to enforce minimum prices for trademarked goods.

Under strong pressure from "fair trade" groups, particularly druggists, the committee split 20-9, in an unusual lineup which found conservative southerners voting with big-city northern liberals against the bill.

While the bill is sponsored by Rep. Oren Harris (D., Ark.), the committee chairman, many southerners object to the possibility that prices throughout the country will be enforced by a federal agency, regardless of local sentiment.

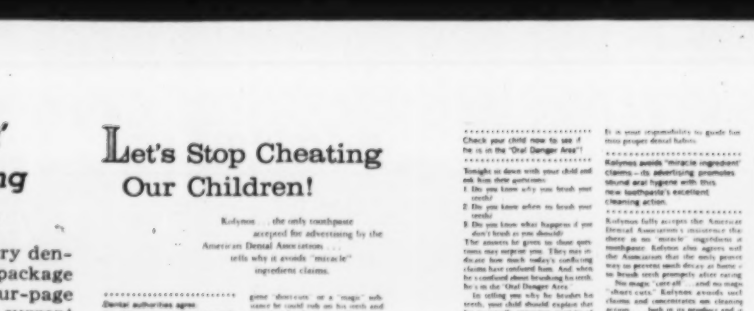
■ In introducing the bill, Rep. Harris said it is necessary because the existing system of state "fair trade" laws has crumbled under legal attack, so that small business is exposed to cut-throat competition from discount houses, department stores and chains.

In the past, "fair trade" operated under a permissive arrangement which permitted individual states to have price maintenance laws if they wanted them. At one time, 45 states had these laws, but in 17 states the "fair trade" laws have been overthrown or modified in court.

The Harris bill makes it an unfair trade practice for a retailer to sell below the minimum, once the manufacturer has put him on notice. The bill is strongly opposed by the Federal Trade Commission, the Department of Justice, the Department of Agriculture and the budget bureau, and will probably face a veto if it reaches the White House. #

Pepsi Bottlers Boosts Wygert

Pepsi-Cola General Bottlers, Chicago, has promoted E. E. Wygert, vp of sales promotion, to the new post of vp and director of public relations.



Let's Stop Cheating Our Children!

Kolynos . . . the only toothpaste accepted for advertising by the American Dental Association . . . tells why it avoids "miracle" ingredient claims.

Dentist authorities agree: No "Miracle" ingredients in toothpaste can replace proper brushing.

Your canine like any normal healthy youngster, will take advantage of every opportunities to evade such chores as washing his hands and brushing his teeth. You, as a parent, know the serious danger in neglect of the teeth!

The American Dental Association is concerned with any toothpaste claims which might give a child an excuse for such neglect. Kolynos agrees with the Association's (quote) statement: promise of immunity from dental decay . . . is merely a camouflaging factor in encouraging the neglect which leads those unaware into the very situation (i.e., bad teeth).

Unless parents insist on proper brushing, they are cheating their children of the dental health they deserve.

For centuries Man has searched for dental "cure alls" . . . either oral hygiene "shortcuts" or a "magic" substance he could rub on his teeth and keep them free from decay. This search has been in vain. The American Dental Association states that no such "short cut" or "magic" substance exists.

The makers of Kolynos feel you should be aware of this truth to protect yourselves before a Congressional Committee an official of the Association (quoted from Dental Therapeutics) asserted:

"Adequate scientific evidence has not as been produced in support of the use of these preventive claims that are made for many nationally advertised dentifrices. The presence of various additives in these products has not been demonstrated to produce the effects ascribed to them in the promotional material."

Therefore, the makers of Kolynos believe in the American Dental Association's statement that the only proven way for a toothpaste to prevent decay is to brush teeth promptly after eating some "short cut" . . . either oral hygiene "shortcuts" or a "magic" substance he could rub on his teeth and keep them free from decays. This search has been in vain. The American Dental Association states that no such "short cut" or "magic" substance exists.

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Therefore, the makers of Kolynos believe in the American Dental Association's statement that the only proven way for a toothpaste to prevent decay is to brush teeth promptly after eating some

Check your child now to see if he is on the "Oral Danger Area"!

Tonight sit down with your child and ask him these questions:

1. Do you know why you brush your teeth?
2. Do you know when to brush your teeth?
3. Do you know what happens if you don't brush as you should?

The answers he gives to these questions may surprise you. They may indicate how much today's conflicting claims have confused him. And when he's confused about brushing his teeth, he's in the "Oral Danger Area."

In telling you why he brushes his teeth, your child should explain that he is actually removing particles of food that cling to the teeth and lead to decay. He should know that ordinary toothpaste doesn't protect teeth. As the American Dental Association says: "The primary purpose of a toothpaste is to assist the toothbrush in cleaning the teeth."

When should he brush his teeth? The American Dental Association clearly states . . . brushing three times a day, after meals is recognized as a prime requisite for good oral hygiene.

What will happen if he doesn't brush his teeth regularly? The makers of Kolynos are sure that both you and your child know this through the bitter experience of all . . . the pain of tooth decay, the threat of eventual loss of teeth . . . as well as serious gum infections.

It is your responsibility to guide his every move to see that your child does not fall into the "Oral Danger Area."

It is your responsibility to guide his every move to see that your child does not fall into the "Oral Danger Area."

Kolynos avoids "miracle ingredient" claims—its advertising promotes sound oral hygiene with this: new toothpaste's excellent Cleansing action.

Kolynos fully accepts the American Dental Association's insistence that there is no "miracle" ingredient in toothpaste. Kolynos also agrees with the Association that the only proven way to prevent tooth decays at home is to brush teeth promptly after eating.

No magic "cure all" . . . and no magic "short cuts." Kolynos avoids such claims and concentrates on cleaning action . . . both in its product and in its advertising.

Kolynos has therefore announced a great achievement in toothpaste: the new Super-White formula. The highly effective new dentifrice has those cleansing ingredients created at the award two Brushing teeth effectively removes food residues that lead to cavity decay. Used regularly, Kolynos removes film and surface stains . . . gives naturally whiter brighter teeth. Only a dentist can clean teeth more thoroughly.

Kolynos is the only toothpaste accepted for advertising by the American Dental Association.

Read the complete series of Kolynos advertisements in LIFE Magazine as shown on the next page. Its leaders cleansing power instead of "miracle" promises.

*Questions from the interim report of American Dental Association statement on advertising claims. Antitrust Congressional Committee

PROFESSIONAL PUSH—*This is the center spread of a four-page ad run in the June Coronet by Whitehall Laboratories for Kolynos.*

Simon Urges Push to Offset Anti-Ad Attitude

Legal Expert Warns Direct Mail Audience of Tax, Other Threats

NEW YORK, May 14—"The advertising industry must stop being on the defensive. It must develop a long-range, integrated program to convince the world that advertising is not an albatross around the neck of the consumer.

"Industry must convince people that advertising cuts prices, increases employment, raises standards, improves quality and in many other ways permits us to enjoy all the necessities and luxuries which surround us."

■ This action was urged here today by Morton J. Simon, authority on advertising law, Philadelphia, at New York's Direct Mail Day, sponsored by the Mail Advertising Service Assn. of New York and 35 co-sponsoring organizations.

"The more obvious reasons for the current disrepute of and consequent attacks on advertising," Mr. Simon said, "are such things as hard-sell tv and radio commercials, deceptive claims for some products (especially food and drugs), and the sequence of bare-bosom books about 'hucksters'."

■ "Basically, however," Mr. Simon said, "the reason for the attacks on advertising is a complete lack of understanding of the true function and nature of advertising. It springs from lack of knowledge and a substitution of emotion for reason. I am sure there are many millions of people who think that advertising keeps prices high; that advertising is a waste of money; that direct mail is 'junk mail'; that advertisers control newspapers and radio stations; that advertising people are nothing but martini-lapping lushes."

Mr. Simon warned that many states are suffering "from an acute attack of tax hunger, and are seeking new sources of money," and that advertising is regarded by many legislators as a new and lucrative source of tax revenue.

■ Outlining a series of recommendations, he said: "You must recognize and understand the general over-all anti-advertising atmosphere in which you are operating. Become acutely aware of the specific and immediate tax dangers you face. Resist as individuals and, in appropriate instances, collectively, each and every tax demand by your own or other states."

Bruce Andrews, sales promotion manager, Stran-Steel division of National Steel Corp., urged direct mail producers and users to set up definite rules or standards of practice to regulate their creative efforts. He recommended specifically the following:

- "We must pinpoint our exact markets."
- "We must analyze market potential in relation to our sales goals."
- "We must carefully plan each campaign."
- "We must coordinate our direct mail with other advertising media."
- "We must budget enough time and money, in both our thinking and in production."
- "We must demand the highest quality in both our thinking and production."
- "We must understand our final goal is not the reply card, but the sale itself."

SIMON WARNS ADMEN: DON'T SEEK REGULATION

ST. PETERSBURG, FLA., May 12—Industry attempts to have advertising and public relations practitioners licensed are "suicidal," according to Morton J. Simon.

"It is putting your neck into another governmental noose," Mr. Simon said at the annual convention of the fourth district, Advertising Federation of America, earlier this month.

He referred to attempts by "certain segments of advertising" to institute state licensing of public relations businesses in Florida, and licensing of advertising agencies in California.

"Advertising is defending itself against governmental controls as strongly as possible," he said. "Consequently, we are amazed to see certain segments of advertising asking for trouble by gratuitously seeking some new type of governmental intrusion and control.

■ "There is only one way for the real pros to weed out the interlopers and fly-by-nights," Mr. Simon said. "Prove to the client that there is no substitute for ability and experience. The fly-by-night will quickly fall by the wayside once the real practitioner goes to work.

"Legislation never made anyone smart, efficient or honest."

He also told the AFA members that Florida is now attempting to extend its sales and use tax to advertising material created and printed elsewhere and sent to Florida for use by salesmen of the advertisers there.

"In effect," he said, "such Florida taxes could deprive a salesman or distributor down here of one of his most potent selling tools." #

Desmond Leaves Grant

Arthur L. Desmond, public relations director of Grant Advertising, Chicago, left the agency May 15.

Spellman Leaves EWRR to Be VP at Farm Journal

Appointment Represents Stress on Consumer Ads at Magazine, Fernald Says

PHILADELPHIA, May 18—Orrin Spellman, vp and assistant to the president of Erwin Wasey, Ruthrauff & Ryan, today was appointed to the newly created post of vp and advertising manager of Farm Journal Inc. The appointment was announced by Dana Fernald, exec vp and advertising director.

Mr. Spellman takes over his new position May 25. Prior to joining Erwin Wasey, Ruthrauff & Ryan Mr. Spellman was with Curtis Publishing Co. for 10 years as advertising and promotion director for *Holiday*.

Orrin Spellman

He was later vp and Philadelphia manager of Kenyon & Eckhardt when that agency took over the RCA account. When the agency shut down its office here, he moved over to the Geare-Marston division of Ruthrauff & Ryan, where he became manager of the local office. When Erwin, Wasey and R&R merged, Mr. Spellman moved to New York.

■ "This appointment is another step in Farm Journal's expansion to match our growing responsibilities and opportunities," said Mr. Fernald. "Since consumer goods campaigns now account for some 70% of our volume, we must stand ready to serve them as well as the leading agricultural advertisers. Mr. Spellman's experience will help us stay on top of this complex but rewarding challenge."

Mr. Spellman is a graduate of Northwestern University. He attended Harvard for graduate study and also took graduate work at the Wharton School of the University of Pennsylvania and Columbia University.

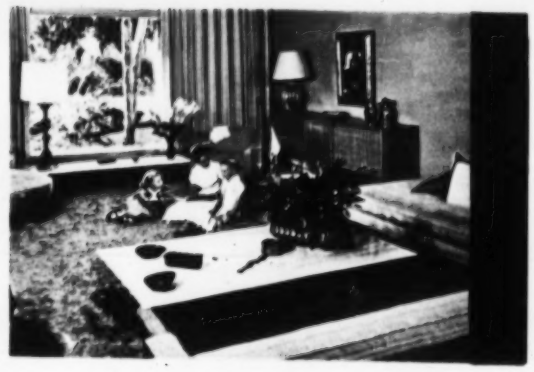
He began his career in advertising in the ad department of Hearst Newspapers. He also served as market research manager of Fawcett Publications and later was a merchandising executive at Talon Inc. #

Borden's Instant Coffee Tops Blair Poll on Radio Ads

NEW YORK, May 14—Borden's instant coffee captured top honors in the latest John Blair poll of best radio commercials. The winners, selected by agency men, advertisers, broadcasters and listeners, were Borden's instant, Chesterfield cigarets, Clark gas, Tetley tea, Oasis cigarets, Alka-Seltzer, Budweiser beer, L&M cigarets, Piel's beer and Zee paper products.

The poll, made for the radio station representative by Pulse Inc., covered Atlanta, Boston, Chicago, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle and Washington.

■ Arthur M. McCoy, exec vp of Blair, noted: "Alongside the continued popularity of commercials featuring catchy music and lyrics, it is interesting to see the rise of commercials built on situation, dialog or humorous characterization. For a wide range of products, the friendly note proves the best door-opener to sales." #



IN MIAMI
YOU'LL SELL
MORE OF
EVERYTHING

MIAMI HERALD

ONE OF AMERICA'S GREAT CENTERS

ONE OF AMERICA'S GREAT NEWSPAPERS

...MIAMI FAMILIES BUY MORE OF EVERYTHING

...just in case you don't happen to know– ***Miami/Gold Coast*** *is first in sales per family among the nation's* ***major markets.***

This goes for food, drugs, beauty aids, furniture, apparel, home appliances...you name it! So smart advertisers naturally concentrate on ***The Herald*** *for low-cost one newspaper total coverage of the Miami retail trading area. Yes!...the entire booming* ***Florida Gold Coast*** *with its* ***2⅓-billion dollar sales...12th major market in the U.S.A.***

Saturation and sales-tested responsive action account for ***The Herald*** *being 2nd in the nation in* ***Total Advertising,*** *1st in Food Advertising.* ***The Herald*** *sells all day long in more than 5 times as many Greater Miami homes as tune in on the average TV evening program.*

Better latch on to the ***Herald*** *now... the* ***Total Selling Medium*** *in South Florida.*

The Miami Herald

ONE OF AMERICA'S GREAT NEWSPAPERS

CONTACT STORY, BROOKS & FINLEY • NATIONAL REPRESENTATIVES

Supply Better Qualitative, Quantitative Data to Agencies, Radio Stations Are Urged

LOS ANGELES, May 12—Failure to provide agencies with the proper types of market analysis can be a reason for radio stations losing revenue, members of the Southern California Broadcasters Assn. were told last week by Earl Timmons and Shirley Crowder, Stromberger, LaVene, McKenzie.

Mrs. Crowder, a media buyer, said she has seen radio consistently come up with minor shares of total advertising budgets or be sliced out of many media plans completely.

"The reasons have been many and varied, but in almost every case in which radio was omitted, it could have maintained or even increased its share had the agency been able to supply the client with qualitative data," she said.

Clients now have specifics on who buys their product, Mrs. Crowder said, "and we must fit media to the buyer profile. We cannot do this if the medium cannot isolate its audience and define its market."

■ She pointed out that other media present qualitative data, including income, age, sex, education, home ownership, occupation, buying intentions and other valuable information to help agency buyers determine whether a medium should be included in a campaign.

"We need more information proving that radio locally has the ability to reach and sell the prime prospects for the advertiser, and information proving that individual stations can provide these prospects."

■ Discussing the quantitative side of buying, Mr. Timmons, who is director of research and media, said that even though present rating reports have shortcomings, the buyer has no other source for the size of audience to be reached.

In his opinion, "the buyer cannot be honest to the client if he does not consider how large the potential audience is. The quality of the station and the quality of its audience are vital, but they don't help much if no one is listening to the client's commercial."

Mr. Timmons said he would like to know the audience size of all am and fm stations in the Los Angeles area. This should be by 15-minute intervals and by audience composition, he said. However, he observed, today's rating samples cannot be split this fine.

"The stations provide the principal support of the rating services, so if you want to help us with ratings, you are probably going to have to pay more to the researchers," Mr. Timmons said. #

Campbell Soup to Repeat Soup 'n Sandwich Promotion

Campbell Soup Co. will feature three of its most popular soups—tomato, chicken noodle and vegetable—in a repeat of its Soup 'n Sandwich promotion in June, July and August. Campbell will run full-color page ads in seven magazines and tv spots on the "Lassie" and the "Donna Reed" shows. Batten, Barton, Durstine & Osborn is the agency.

Plax Corp. Names Henstrand

Oke R. Henstrand has been named advertising and sales promotion manager of Plax Corp., Hartford, Conn., producer of plastic containers and other plastic packaging materials. He previously was an account executive with Hugh H. Graham & Associates, New Britain, Conn.

Mrs. Rapalee Named A.M.

Mrs. Evelyn S. Rapalee has been appointed advertising manager of Sibley, Lindsay & Curr, Rochester, N. Y., department store. She has been assistant advertising manager and succeeds David Twachtman.

Westmore to Product Services

Ern Westmore, former Hollywood make-up man and now tv and radio beauty consultant, has been appointed creative director of radio and tv production at Product Services, New York. This is a new post with the agency.

Walter I. Barber Co.
NEW YORK · CHICAGO
A widely respected firm of seasoned professionals
Magazine Publishers Representatives
516 Fifth Ave., N.Y.C.
MU 2-5253

ONE OF A SERIES

THIS ADVERTISING AGENCY HANDLES SMALL, MEDIUM AND LARGE ACCOUNTS

of possible interest to companies considering changing advertising agencies

This advertising agency handles accounts of all sizes. We have no minimum requirement. Most agencies establish minimums and become considerably more selective in their accounts as they grow larger. We have very carefully avoided doing so and probably never will. We're afraid to!

Nearly every executive and account executive on our staff handles small accounts as well as large ones. Our most experienced copy writers write copy for our most modest accounts as well as the largest. Our clinics, which are attended by creative people costing hundreds of thousands of dollars yearly, tackle the problems of all clients regardless of size. Variety keeps us from growing stale.

But it is for more practical reasons that we have carefully maintained this policy. Through great good fortune and a lot of hard work, our volume today is more than 10 times what it was 10 years ago, yet we still ring a bell (literally) when a new account of *any* size comes in.

Reason No. 1—

Little accounts grow up. Six of our seven largest accounts originally gave us orders of less than $5,000. Today we bill them, combined, millions of dollars. They were small concerns that grew, and we grew with them, or they were large companies that tried us with a small campaign, then gradually turned more of their business over to us. In addition, dozens of other accounts who started small with us, now give us two to ten times the volume they did originally.

Most small advertising agencies (which we once were) lose their rapid-growth accounts. We have been able to retain ours, for one reason, because we have added to the staff automatically as volume grew. We have seen many agencies try to double their business without appreciably increasing their staff. It can't be done. Service suffers. Not only must the number of people be increased, but specialists of many kinds must be added. This agency has averaged one person per $10,000 of income (margin) for many years. Sometimes it makes us very payroll conscious, but it has paid off. We have never to our knowledge lost an account because they felt we had not grown with them.

Reason No. 2—

Most advertising agencies lay people off or discharge them outright when they lose an account.

We do not like to do this. Our people are recruited with extreme care and most of them are moved to one or more of the cities in which we have offices at considerable expense to themselves and to us.

Each staff member is given special training and soon falls into an important niche in our organization. Each would be hard to replace.

It would seem heartless and needlessly wasteful to us to have to discharge them when we lost or resigned an account, as all agencies must sometimes do.

Therefore, because our volume is scattered, when an account leaves us, we do not have to reduce our staff.

Make no mistake. We hate like the very devil to lose a client—and we make every effort not to, but when it has happened so far we have always been able to open the store the next day.

Does this policy cut down our net profit?

Of course it does. But we are doing pretty well—far better than we ever expected, and besides, it cuts down our taxes! In addition, it helps us sleep nights. In actual practice we make a profit—as all firms must—on most of our accounts.

We make less, to be sure, on a $50,000 account than on one spending 5 or 10 times as much but of course less time is required to handle the business.

Does all of this mean we never turn down an account?

No, it doesn't. Over the years scores of advertisers have walked into one of our offices to let go of some advertising money which we have courteously refused to spend.

Most of our turndowns (not considering credit) result from our opinion that advertising would not be profitable. The mere fact that a product is made and advertised is no guarantee it will sell. Quality, price, distribution, competition, inexperience or inadequacy of the management or finances and a lot of other factors frequently cause us to recommend that a company keep its money.

On a few occasions, we admit wryly, they go find another agency and make us look silly by succeeding. But more times than not, our misgivings do not turn out to be mistakes.

Perhaps you would like to consider us for your advertising agency. If we think we cannot help you, we will say so. If we think we can advertise your business profitably—and if you appoint us your agency, you may be sure we will work hard to make your business successful, regardless of the amount of money you spend.

THE BIDDLE COMPANY

Advertising and Sales Promotion

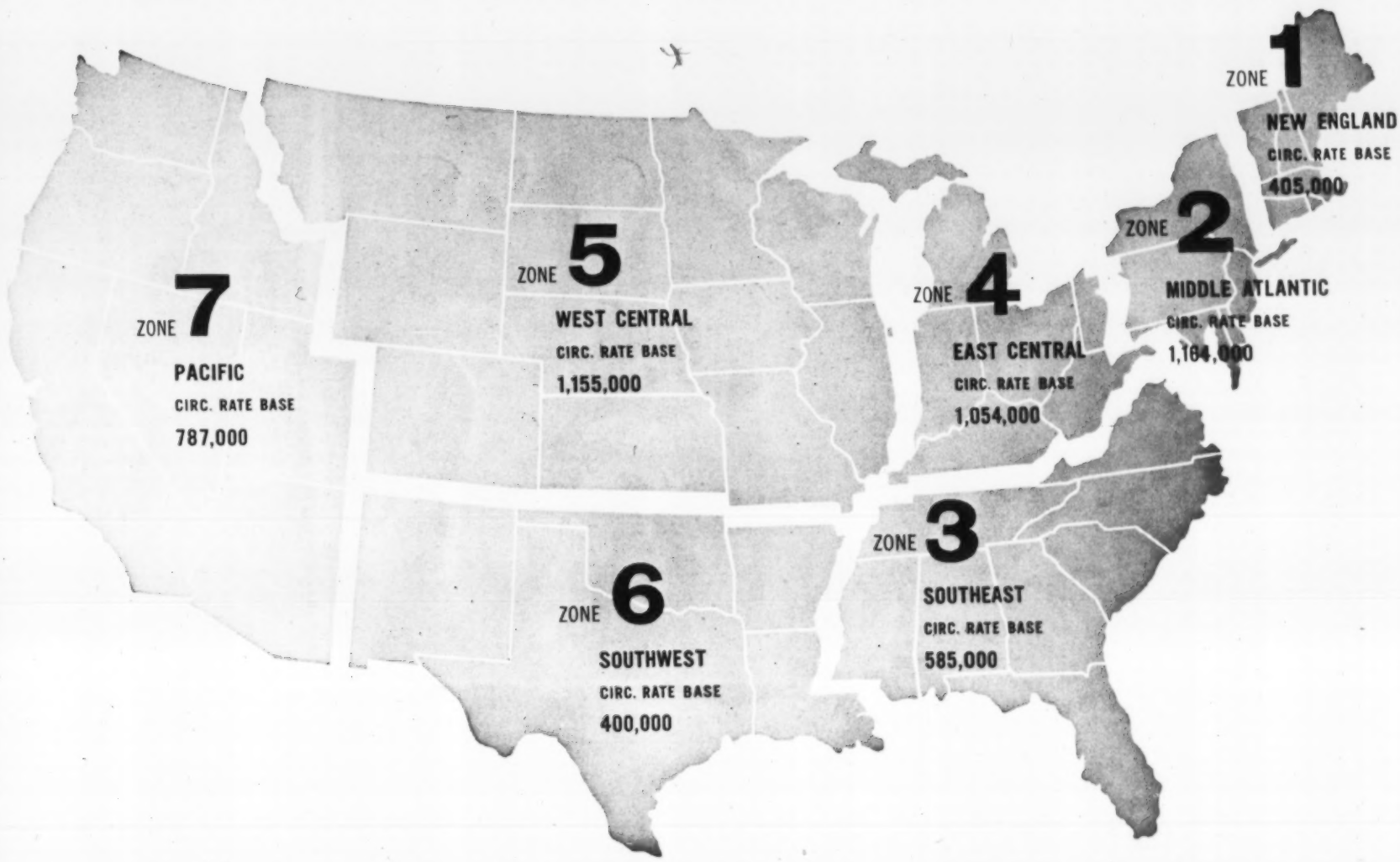
CHICAGO, ILLINOIS Phone: Financial 6-9340
BLOOMINGTON, ILLINOIS Phone: 7-6036
KANSAS CITY, MISSOURI Phone: Valentine 1-0851
DES MOINES, IOWA Phone: Cherry 4-9154

Established 1941. A medium size agency doing $9,500,000

Announcing...

THE LOOK MAGAZONE PLAN

A bold new dimension in marketing...
pioneered by LOOK...
provides advertisers with seven
geographic zones, available
individually or in any combination.



ZONE 7 PACIFIC	ZONE 6 SOUTHWEST	ZONE 5 WEST CENTRAL	ZONE 4 EAST CENTRAL	ZONE 3 SOUTHEAST	ZONE 2 MIDDLE ATLANTIC	ZONE 1 NEW ENGLAND
California	Texas	Illinois	Ohio	North Carolina	New York	Maine
Oregon	Oklahoma	Wisconsin	Michigan	South Carolina	New Jersey	New Hampshire
Washington	Arkansas	Minnesota	Kentucky	Florida	Delaware	Rhode Island
Idaho	Louisiana	Iowa	West Virginia	Georgia	Maryland	Vermont
Utah	New Mexico	Missouri	Indiana (except Lake County)	Alabama	District of Columbia	Massachusetts
Nevada		North Dakota	Pennsylvania (18 Western counties)	Mississippi	Pennsylvania (49 Eastern counties)	Connecticut
Arizona		South Dakota		Tennessee	Virginia (Arlington, Fairfax Counties only)	
Hawaii		Nebraska		Virginia (except Arlington, Fairfax Counties)		
Alaska		Kansas				
		Montana				
		Wyoming				
		Colorado				
		Indiana (Lake County only)				

Effective with the issue of September 15, 1959, LOOK introduces a major innovation in advertising. Combining, for the first time, the top flexibility of *regional* coverage with the authority and prestige of a great *national* magazine, the LOOK MAGAZONE PLAN paves the way for new sales strategies . . . new marketing and advertising creativity . . . new profit opportunities.

Under the MAGAZONE PLAN, you select the zone or zones you want your LOOK advertising to appear in—*and you pay only for circulation in the specified areas.* There is no limitation on the number or location of the zones you choose.

Just what does this mean to advertisers? It means unprecedented showcase-magazine support for many vital projects. New-product introductions by zones . . . campaigns to beef up sales in weak areas . . . tie-ins with dealer promotions . . . use of special copy and art keyed to regional tastes . . . copy testing, one zone versus another. And for advertisers that, until now, have been barred from considering the purchase of space in LOOK because of budget restrictions or a local distribution pattern, the MAGAZONE PLAN unlocks the treasure house of national-magazine impact, prestige and merchandisability.

A significant achievement that once again illustrates LOOK's role as marketing innovator, the MAGAZONE PLAN is geared to the quickening pace of the American economy . . . to the ever-increasing need by American businesses for better and more efficient ways to sell their goods. Uses for the new LOOK system are as broad and varied as a creative man's ideas. Your LOOK representative will welcome the opportunity to show you how *your* ideas can become a profitable, exciting reality in LOOK, the exciting story of people.

LOOK

For further information about the LOOK MAGAZONE PLAN, contact your LOOK representative. LOOK offices are situated in New York, Hartford, Philadelphia, Pittsburgh, Cleveland, Atlanta, Chicago, Detroit, Minneapolis, Los Angeles and San Francisco.

The Editorial Viewpoint . . .

The Code Board Gets Tough

Everyone who has the welfare of the American system of broadcasting at heart, and everyone who has the welfare of advertising at heart, should welcome the recent action of the television code review board of the National Assn. of Broadcasters in stripping the code seal from several stations in various parts of the country.

There are arguments about whether the cause of the action (the showing of commercials for a hemorrhoid remedy) is sound or not, or whether such advertising is or is not in good taste. This sort of thing is always debatable, and we hope the code committee through the years will remember that definitions of "good taste" sometimes change during the course of time, and that therefore regulations should not be considered as though they were irrevocable.

Nevertheless, we are convinced that the crackdown is an excellent thing for broadcasting and for advertising, because it makes it clear that the code is not just a handsome but meaningless document designed to decorate some convenient wall.

Codes of practice and of ethics are all too often just pleasant mouthings of pious committees, without real effect in their industries. But by its recent action, the NAB board has demonstrated that it has every intention of making the code mean something. Donald H. McGannon, president of Westinghouse Broadcasting Co. and chairman of the code review board, has made it clear that in his opinion a code honored in the breach, or only in part, is no code at all.

"Anyone who seeks to use the code as a front behind which he accepts or rejects its individual provisions according to the expediency of the moment cannot expect to continue long to enjoy the privilege of displaying the seal of good practice," he said.

And Mr. McGannon's announcement that the code review board is opening a West Coast office is further evidence that the board is taking its task with the greatest of seriousness. With something like 40% of network and local television programs originating now with independent Hollywood producers, the board has decided that such an office is essential to "counsel, guide and assist these film producers in preparing programs that meet code specifications."

The code board emphasizes that it is not planning "to function as censors but to further an atmosphere and attitude of belief in the code and its principles, and adherence to its rules."

As we have said, individual actions of the code board may or may not always be perfect, but no one will argue that an active board, making a serious effort to uphold the contents of the code, is not a good thing for broadcasting and for advertising.

Time for Sustained Activity

It has long been our contention that the advertising business is overorganized, if anything. So it is with some reluctance that we suggest the formation of still another organization, or the definite assignment of what we have in mind to some of the existing organizations.

It seems to us that advertising needs an over-all, continuing organization to watch over its relations with the public, with legislators, educators, and others, and to review and coordinate the activities in this field of all the organizations which, in one way or another, attempt to operate in the area of public relations for advertising.

Perhaps an existing organization, like the Advertising Federation of America, can take on the job. But our notion is that the AFA and other bodies, while well equipped to handle many of the actual projects, might benefit, along with every other element in advertising, from the existence of a sort of super-body whose sole function would be to concern itself with advertising's public image.

Such a body as we envision would devote all its energies to studying the problem, keeping abreast of developments, recommending specific activities, and coordinating the work of all interested groups. Perhaps it would develop projects which it might carry out itself, but largely it would be a planning and coordinating group, with enough stature and representation from existing groups to enable it to make its recommendations stick, but with enough freedom so that it could move in any direction in its chosen area without worrying too much about so many of the organizational problems which seem to plague associations.

Above all, such a group must have stature within the industry, and it must have long life. Changing the public image of advertising is not an overnight job, and the planning and coordinating body must have continuity enough to keep at it for a long time, and to father long-range projects as well as short-term operations.

# # #

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Gladys the beautiful receptionist

—Elizabeth Jeter, Dallas.

"Losing that hair tonic account certainly got his dandruff up."

What They're Saying . . .

The 'Non-Competitive Situation'

A word about the title of this talk, "Even Though You're a Monopoly, Don't Act Like One." I recognize that in some circles (such as one-paper cities) "monopoly" is a nasty word and some euphemism such as "non-competitive situation" is preferred. I hasten to assure you that even though I use the word "monopoly," I do not have the endorsement of either the Justice Department or the ITU. . .

But I can hear some of you saying "Who's Thor Smith to talk on the subject of monopoly?" And how right you are! I've never worked a day under monopoly conditions. All my life I've been in rugged competitive situations, and looked with envy on the publisher who had a field to himself and didn't have to worry about what that "other guy down the street" was going to do. In the last half-dozen years, however, my responsibilities at *The American Weekly* have given me, I hope, an *objective* view of the newspaper business. To a certain extent, I'm on the outside looking in. But I do get around—going to nearly all the conventions; traveling throughout the country; visiting with publishers, editors, advertising directors and circulators; studying the scene constantly. And I say to you in all candor that I am frequently dismayed at the smugness, the fat-headedness and the sensitivity to criticism of some monopoly publishers today. . .

—Thor M. Smith, vp, The American Weekly, speaking at the Nevada Press Assn. meeting in Las Vegas.

Hollywood Complaint

Newest excuse for a cold comes from Sandy Cummings, who sniffles: "It's those visiting ad agency wheels from New York who insist on driving us around in their rented convertibles with the damned tops down!"

—Hank Grant, in The Hollywood Reporter.

Rough Proofs

The directors of the ABC are planning to have some future annual meetings in New York and elsewhere, apparently not believing that its initials are intended to signify, "Always Back to Chicago."

•

Du Pont has a new study which indicates that men's socks play an important role in husband-wife relationships, but who ever heard of a modern woman who has mastered the art of darning?

•

"Who's buried in Lenin's tomb?" asks Station WJR, and the answer is not quite as simple as that expected when Groucho Marx puts his famous query, "Who's buried in Grant's tomb?"

•

The Post Office Department is all excited over the advertising of a new and unexpurgated edition of "Lady Chatterley's Lover," in spite of the fact that this old scandal had been pretty well buried for over 30 years.

•

"It's the pros who deliver today!" exclaims Jam Handy, no doubt noting the rapid upsurge of the Detroit Tigers after that old pro Jimmy Dykes took charge of their baseball fortunes.

•

Progressive Farmer shows a group of its distinguished-looking circulation salesmen, and suggests that they might be mistaken for agricultural college presidents or Texas state senators, even without the addition of ten-gallon hats.

•

The new deal at Buick may possibly stimulate research such as finding out how many owners of the Roadmaster resented the retirement of this famous leader in the line.

•

Leo Burnett's constant promotion of apples as a good-will builder had nothing to do with it, but anyway the New York growers are planning to spend $400,000 to advertise his favorite product.

•

Station WHAS-TV, located in the home of Churchill Downs and the Kentucky Derby, runs true to racing form by hanging up a record of having telecast not less than 68 stake races run at Bluegrass tracks.

•

The benefit game for Roy Campanella in Los Angeles Coliseum between the Dodgers and the Yankees not only produced a record-breaking crowd, but resulted in the baseball writers and broadcasters actually paying their way in.

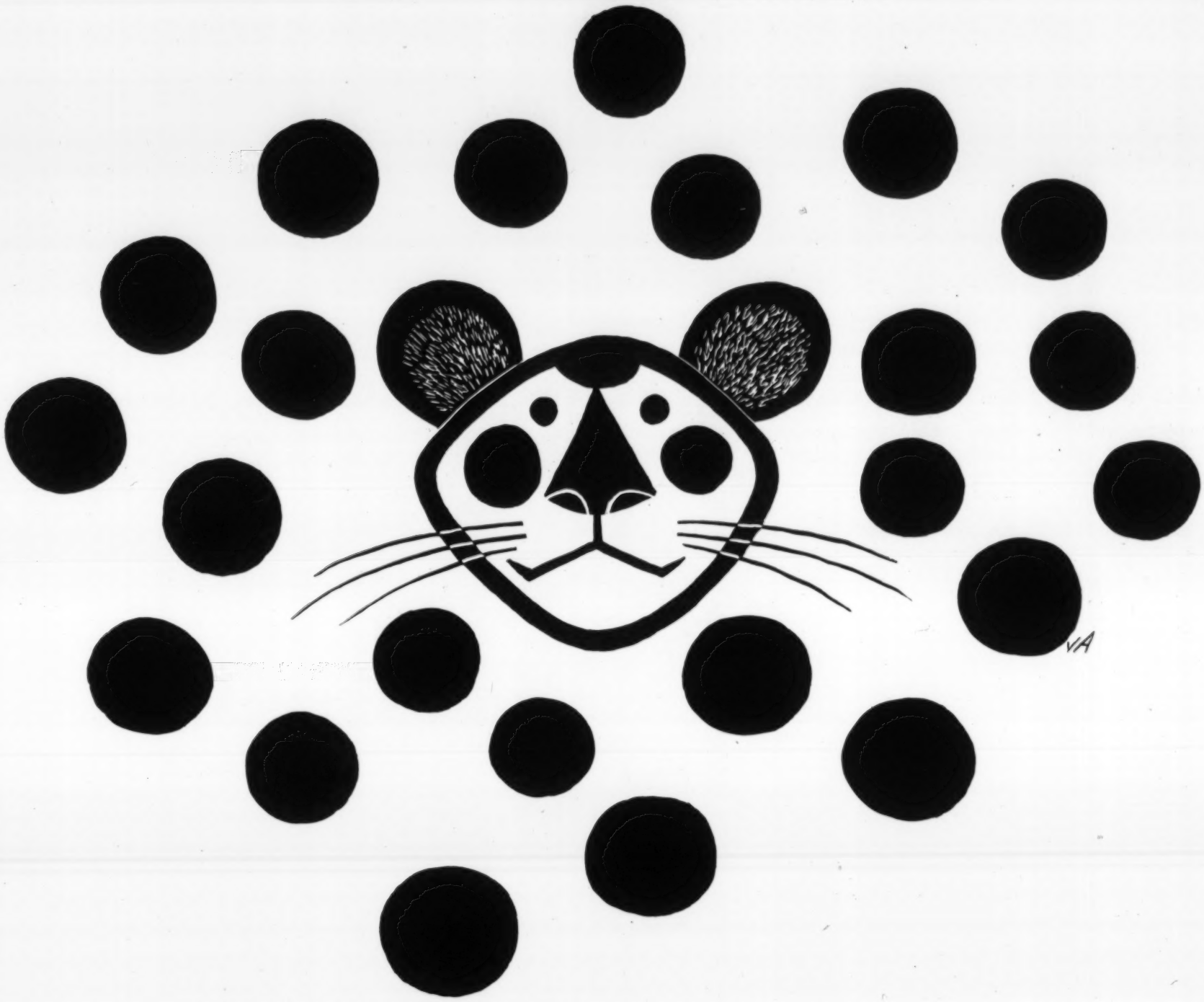
•

The new 19¢ newsstand price of *Life* may be one by-product of magazine distribution through the supermarkets, which were never known to price an item at an even figure.

•

Some spell it "linage" and others "lineage," but nobody worries as long as the figure continues to go up.

COPY CUB.



We don't know how many spots there are on a leopard but we do know that we exercise the same care on a small spot zinc as on a full color double spread

Collins, Miller & Hutchings, Inc.

333 WEST LAKE STREET, CHICAGO 6

America's finest photoengravers for letterpress and gravure

A CURTIS MAGAZINE

The Saturday Evening
POST
Sell the POST-INFLUENTIALS
–they tell the others!

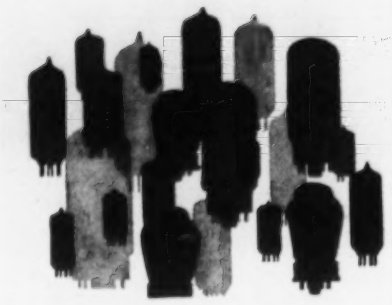
gives grocery products an "in" at check-outs

...with over 9,000 special-combination magazine-product dump bins like this spotted at check-outs in leading chain and independent supermarkets throughout the country—and more and more being installed every week! Food advertisers are well aware of Post power in food stores. That's why the Post was the only magazine in its field to record a food advertising revenue and linage gain in '58. **And, incidentally, the Post outsells the other two general weekly magazines in food stores by more than 2 to 1.** Can you use an "in" at check-outs? Check into the Post!

29 million times each issue someone

turns to <u>your</u> ad page in the Post. That's Ad Page Exposure (APX)!

ARE YOU TUNED IN?



To the results, we mean, that you can get from advertising in **Proceedings of the IRE?** Or didn't you know that **Proceedings** is the only publication in the field written by **and solely for** radio-electronics engineers—67,369 (ABC) of them—who pay over a million dollars a year to read their **own** magazine. Which just happens to be more than is paid by anybody for the next six publications in the field—combined! And yet you get this kind of highly-qualified readership for a lower cost per thousand.

Amazing? It sure is! And that's just half the story. You should talk to one of our sales people if you want to get really tuned in. He'd tell you a thing or two about how the message travels.

Proceedings of the IRE

THE INSTITUTE OF RADIO ENGINEERS
Adv. Dept., 72 West 45th Street, New York 36, New York
MUrray Hill 2-6606
Boston • Chicago • Minneapolis • San Francisco • Los Angeles

Another thriller-diller from WJRT—

"One if by land!
Two if by sea!"

"And four if by WJRT, Ponsonby—the efficient way to cover Flint, Lansing, Saginaw and Bay City."

Listen, admen, and you shall hear—plenty! That WJRT is *the* single-station way to reach the other big Michigan market. That you get Flint, Lansing, Saginaw and Bay City with one buy and a grade "A" or better signal. That you're right where things happen with WJRT's inside-out coverage of mid-Michigan and its nearly half-million TV households. If you're aiming at Flint, Lansing, Saginaw and Bay City, WJRT is your bull's-eye buy. Come on in—it's open season on sales.

WJRT
CHANNEL **12** FLINT
ABC Primary Affiliate

Represented by HARRINGTON, RIGHTER & PARSONS, INC.
New York • Chicago • Detroit • Boston • San Francisco • Atlanta

Getting Personal

A bulletin-board quiz at The Buchen Co., Chicago, has employes identifying co-workers through clues from the past. The clues and answers: (1) Who turned down an offer for a drummer's job with Paul Whiteman?—**John M. McDonald,** chairman of the board; (2) Who was a barnstorming pilot in the early days of aviation?—**Leon Morgan,** president; (3) Who was a dancer in George White's "Scandals"?—**Arlene Haberstroh,** secretary, and (4) Who was the "hero" of a detective novel?—**J. Edwin Jacobs,** pr director . . .

Ellen Hanley has exchanged her job in the publicity department of John Mather Lupton Co., New York, for a leading role in the Broadway musical comedy, "First Impressions." She has replaced Polly Bergen, tv entertainer and wife of **Freddie Fields,** a vp in the tv department of the Music Corp. of America . . .

Three regular singers in the Chicago Symphony Orchestra chorus are Chicago admen—**James Allen** (tenor), account exec at Alan T. Mann Co.; **Jan Holmquist** (bass), copywriter at Needham, Louis & Brorby, and **John Vollbrecht** (bass), vp and creative director of Cunningham & Walsh . . . **Charles Berkeley Cooke III,** assistant art director of Gardner Advertising, New York, has illustrated a book, "From Gags to Riches in Wall St.: The Trader's Ten Commandments," written by his father, a Wall St. trader . . .

Sherman Miriani Ingram

A KEY FOR MARGOT—*Detroit Mayor Louis C. Miriani presents a key to the city to Margot Sherman, vp, McCann-Erickson, at a dinner of the Women's Advertising Club of Detroit. Assisting the mayor is Winnie Ingram, president of the club.*

Gerald Hoeck, a partner in Miller, Mackay, Hoeck & Hartung, Seattle, helped rescue two people when a power cruiser with 12 aboard capsized on Puget Sound in view of the Hoeck waterfront home . . . **Bill Baker,** pr director of Owens-Corning Fiberglas, New York, has a black eye and gashed brow marking the spot where he collided with a glass door jam in the office . . .

In an office romance, **Katherine Smith,** a secretary at Erwin Wasey, Ruthrauff & Ryan, New York, will be married in July to **Robert Stevenson Jr.,** EWRR associate producer for radio and tv. Miss Smith is the daughter of **Guy C. Smith,** board chairman of Brooke, Smith, French & Dorrance, Detroit . . .

Fred Nahas, partner in the Kamin-Nahas-Blumberg Agency, Houston, and former president of KXYZ-Radio, is one of three principals signing an agreement with Fidel Castro to produce a movie in Cuba about the Cuban Revolution . . .

Among the six Time Inc. offspring winning *Time-Life* merit scholarships by the National Merit Scholarships Corp. are: Peter A. Callaway, son of *Fortune* ad director **Pete Callaway,** and Christopher Z. Hobson, son of *Time* ad promotion's **Laura Z. Hobson** . . .

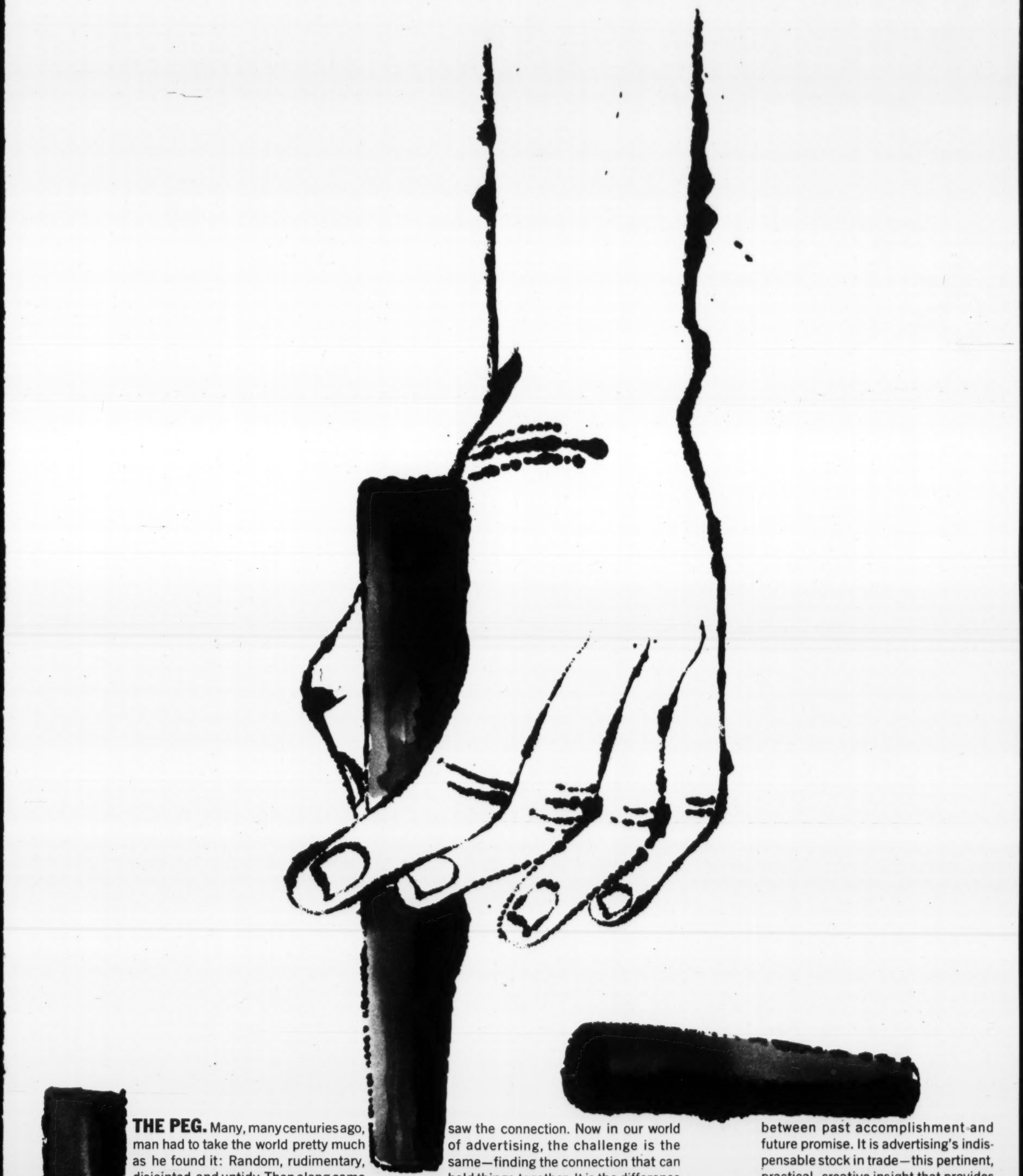
Bernard L. Field, merchandising expert at Dowd, Redfield & Johnstone, is off to Mexico for a belated '58 vacation. Just he and his wife—the kids stay home this time . . . **John E. Bierwirth,** head of National Distillers, and **B. C. Ohlandt,** exec vp of National Distillers Products, are in Europe . . .

Milt Gross, prof at Missouri's school of journalism, broke his toe when "a rock flew out from beneath the lawn mower and mangled me," he sez . . . Trans-Lux TV sales vp **Richard Carlton** and his wife **Blossom,** "Buzz" (formerly of Blair-TV), are the proud parents of a second son, Kenneth, born March 28 . . . **Bruce Sherman,** BBDO account exec, has a new son, David Andrew, born April 19. Grandpappy is **Monroe Green,** ad director of the *New York Times* . . .

Larry Steinberg, of Associated Business Publications, is engaged to Nancy Rummel . . . A contest to find out how to conduct a contest has been won by **Grace Porterfield** of Benton & Bowles, New York. She gets a week's cruise to Havana and Nassau for two for suggesting the "best" contest for a station manager to promote a station and market. Runners-up in the contest, conducted among time buyers by WUSN-TV, Charleston, are **Bob Atwood** of J. Walter Thompson, Chicago; **Bill Kane** of N. W. Ayer, Philadephia; **C. V. Barkley** of Piedmont Advertising, Salisbury, N. C.; **Pam Tabberer** of Liller, Neal, Battle & Lindsey, Atlanta; and **John Catanese** of Ted Bates, New York . . .

Max Bice, manager of KTNT-Radio and KTNT-TV, Tacoma, Wash., has been awarded a certificate of outstanding achievement from the 11th civil service region . . . **Robert F. Hyland Jr.,** general manager of KMOX, St. Louis, is the first ad media man to be elected to the board of governors of the famed Missouri Athletic Club . . . **Robert C. Van Kampen,** president of Hitchcock Publishing Co., Wheaton, Ill., has been appointed to the National Defense Executive Reserve, Business and Defense Services Administration . . .

Bill Hillenbrand, president of Bryan Houston Inc., on the mend after a broken jaw suffered in an auto accident last December, complicated this situation by slipping a disc a few days ago . . .



THE PEG. Many, many centuries ago, man had to take the world pretty much as he found it: Random, rudimentary, disjointed, and untidy. Then along came the peg. Just who first fashioned it no one knows, but in a world stocked with ideas in parts and pieces—someone saw the connection. Now in our world of advertising, the challenge is the same—finding the connection that can hold things together. It is the difference between haphazard and whole—disappointment and delight. To the manufacturer of a product, it is the vital link between past accomplishment and future promise. It is advertising's indispensable stock in trade—this pertinent, practical, creative insight that provides . . . The Competitive Edge.

WARWICK & LEGLER, INC.
ADVERTISING · 375 PARK AVENUE, NEW YORK 22, N.Y.

Special interest magazines

92,000 READERS SEND A DOLLAR

As the result of a single promotion in Harper's Bazaar, 92,000 readers sent a dollar bill for this cosmetic "Beauty Box."

get ACTION!

Fashion is certainly one of the greatest forces in selling—but it is even more than that. It is a broad and almost limitless influence on every day living—on the way we dress, the homes we buy, the food we eat, and the cars we drive.

When HARPER'S BAZAAR featured its "Beauty Banco" of 15 advertisers' samples, available in a shining cube at $1.00 each, the entire output of 50,000 was mailed within six weeks of publication, and 42,000 dollar bills were forced to be refunded—all through a single page promotion in a single issue.

Similarly, when BAZAAR tied in with the new Galaxie by Ford—relating women's fashions to the glamorous lines of 1959 cars—more than 130 retail firms jumped on the wagon. Wrote Stanley Marcus, President of famed Dallas' Neiman Marcus: "This was one of the most unusual and effective promotions in which we have participated."

Springboards for Action

Just as fashion is the springboard for *action* among readers of HARPER'S BAZAAR, so is an interest in boating, home-making, travel and sport the springboard for *action* among the readers of other Hearst Special Interest Magazines. For advertising dollars work hardest where interest is greatest...and readers of Hearst Special Interest Magazines are already sold—only need to be told!

Six Keys to Profits Through Action

- Hearst readers are prospects, not just suspects
- Advertising is focused where interest is keenest
- Editorial and advertising content work together
- Editorial integrity lends prestige to advertising
- Each Hearst Magazine is an authority in its field
- Hearst readers are sold—only need to be told!

SPORTS AFIELD	Bride & Home	MOTOR	COSMOPOLITAN
SCIENCE DIGEST	POPULAR MECHANICS	MOTOR BOATING	AMERICAN DRUGGIST
TOWN & COUNTRY	House Beautiful	NEW Medical Materia	Good Housekeeping

HEARST MAGAZINES GET ACTION

© 1959 by the Hearst Corporation

CAMEL OR CAR—*To underscore the need for free world business capital in underdeveloped areas, Newsweek will run this and similar ads in its Pacific and European editions. J. M. Hickerson Inc. is the agency.*

'Maverick' Helps Sell Jeeps, 90% of Willys Dealers Say

NEW YORK, May 15—Is "Maverick" helping Willys dealers sell jeeps?

This is the question ABC Television sought to answer when it commissioned Trendex to poll a cross-section of dealers in New York, California, Ohio and Texas late last month.

Nearly 90% of the dealers said that the high-rating western is helping them to sell jeeps; 7% said it wasn't, and 4% didn't know whether they were getting assistance from television or not. More than 50% reported that at least one-fourth of their customers mentioned having seen the Willys jeep in commercials on tv.

■ But the best testimonial of how well Willys jeeps are doing with their current advertising program, according to ABC-TV's research report, is the most recent car registration statistics tabulation. For the last quarter of 1958, Willys jeep registration went up 35% over 1957, while total commercial car registrations declined by 8%, ABC-TV pointed out. #

'Wallaces' Farmer' Names McIlvain Midwest Rep

Wallaces' Farmer, Des Moines, has named Burton McIlvain sales representative for the midwest area, succeeding Lloyd Kline. Mr. McIlvain formerly was account executive and staff announcer at WMT, Cedar Rapids, and KXIC, Iowa City.

'Winnipeg Tribune' Will Raise General Ad Rate

The *Winnipeg Tribune* will boost its general advertising rate from 24¢ to 26¢ per agate line, effective July 1. The cost of a full page b&w ad will increase from $591.36 to $640.64.

Thomason Named Ad Manager

The Security First National Bank, Los Angeles, has named Richard M. Thomason advertising manager. He will supervise both the bank's direct advertising and campaigns directed by its agencies. Mr. Thomason has been with the bank since 1958.

Burwood to Elliot, Jaynes

Burwood Products Co., Traverse City, Mich., manufacturer of molded wood products, has appointed Elliot, Jaynes & Baruch, Chicago, to handle its advertising. Consumer and trade magazine advertising, supported by some tv, is planned.

Supplements, TV Introduce Baker's Lemon Flavor Chips

General Foods Corp., White Plains, N. Y., will use Sunday supplements and network tv to introduce Baker's lemon flavor chips in late June and throughout July. The lemon flavor chips are being added to the line of Baker's semi-sweet chocolate chips and Baker's caramel chips.

"The most extensive consumer ad campaign ever planned for any chip product in the Baker line" will introduce the new product. Half-page color ads will appear in the July 12 *This Week*, June 28 *Parade*, plus 18 independents. On tv, it will be "Day In Court," "Beat the Clock," "Whom Do You Trust" (all ABC-TV), and "I Love Lucy" (CBS-TV). Foote, Cone & Belding is the agency.

WFDS-FM Multiplex System Begins in Baltimore

WFDS-FM, a new Baltimore station, has begun operation of the compatible fm multiplex system which permits stereophonic reception on radios equipped with adaptors. The station can be heard monaurally on regular fm receivers.

The multiplex system, developed through Crosby Laboratories, is undergoing experiment authorized by the Federal Communications Commission. WFDS-FM, owned by the Audiophonic Corp. of Baltimore, is located at 1130 E. Cold Spring Lane.

Wallace-Blakeslee Is Name

Wallace-Lindeman Inc., Grand Rapids, Mich., has changed its name to Wallace-Blakeslee Inc. The new principal is C. Scott Blakeslee, vp and 12-year veteran of the agency. Marvin Lindeman left the agency about 12 years ago to organize Lindeman Advertising, Holland, Mich.

Manheim Named Marks A.E.

Edward Manheim, formerly sales vp of L. Manheim & Co., Cleveland, has joined Howard Marks Advertising, Cleveland, as an account executive.

This is the magazine your

The *Prestige* that counts is USE

The magazine comes in the first of the month, spic and span but bursting with ideas.

By the end of the month it's a sad sight—cover rumpled, pages worn and torn. What happened?

The same thing that happens when VOLUME FEEDING MANAGEMENT crosses the desk of any volume feeding specialist. It gets used. Marked. Routed. Clipped. Ads torn out. Articles filed. Plans made, discussions started, needs crystallized, coupons clipped, products investigated, orders issued, purchases started.

This goes on every month, all month long, in every type of feeding establishment, because VOLUME FEEDING MANAGEMENT serves needs of volume feeding specialists

Cleveland Trust Enters TV

Cleveland Trust Co. has appointed Lang, Fisher & Stashower Inc. to handle a tv campaign extolling the convenient services offered by the bank's 69 branches in the Cleveland metropolitan area. The spring tv promotion supplements a newspaper program which the bank conducts.

Formfit Girdle Drive Set

Formfit Co., Chicago, is marketing a new line of molded rubber girdles in five midwestern markets. Advertising will break in newspapers in mid-May. MacFarland, Aveyard & Co., Chicago, is the agency.

Wentzel Promotes Densberger

J. F. Densberger has been promoted to copy chief at Wentzel, Wainwright, Poister & Poore, Chicago. The agency also added two members to its copy department: Ruth Green, previously with Edward H. Weiss & Co., Chicago, and Jon Dintelman, from Fulton, Morrissey Co., Chicago.

National Lecithin Names Stern, Walters & Simmons

National Lecithin Inc., distributor of Lecitabs, specially processed natural lecithin food supplement, has named Stern, Walters & Simmons, Chicago, as its agency. Olian & Bronner, Chicago, was the previous agency.

Worthington to 'TV Guide'

Thomas J. Worthington has joined *TV Guide's* advertising sales staff in New York. He was with General Electric Co., New York.

Rosen to Lustberg, Nast

Michael I. Rosen, formerly in the media department, McCann-Erickson, has joined Lustberg, Nast & Co., New York, manufacturer of Buck Skein men's sportswear, as advertising manager.

Don Doyer Joins BBDO

Batten, Barton, Durstine & Osborn, Los Angeles, has added Don Doyer to its art department. Previously, he was art director for Robinson, Jensen, Fenwick & Haynes, Los Angeles.

Spitzer & Mills Promotes Stevenson to Radio-TV Head

Robert A. Stevenson has been promoted to tv-radio director of Spitzer & Mills Ltd., Toronto. Mr. Stevenson, who has been with the company for 11 years, formerly was manager of the department.

Gurwitz Joins Friend-Reiss

J. Milton Gurwitz has joined Friend-Reiss Advertising, New York, as a senior account supervisor. He formerly was account supervisor for Mogul, Lewin, Williams & Saylor.

Myers Joins Miami Agency

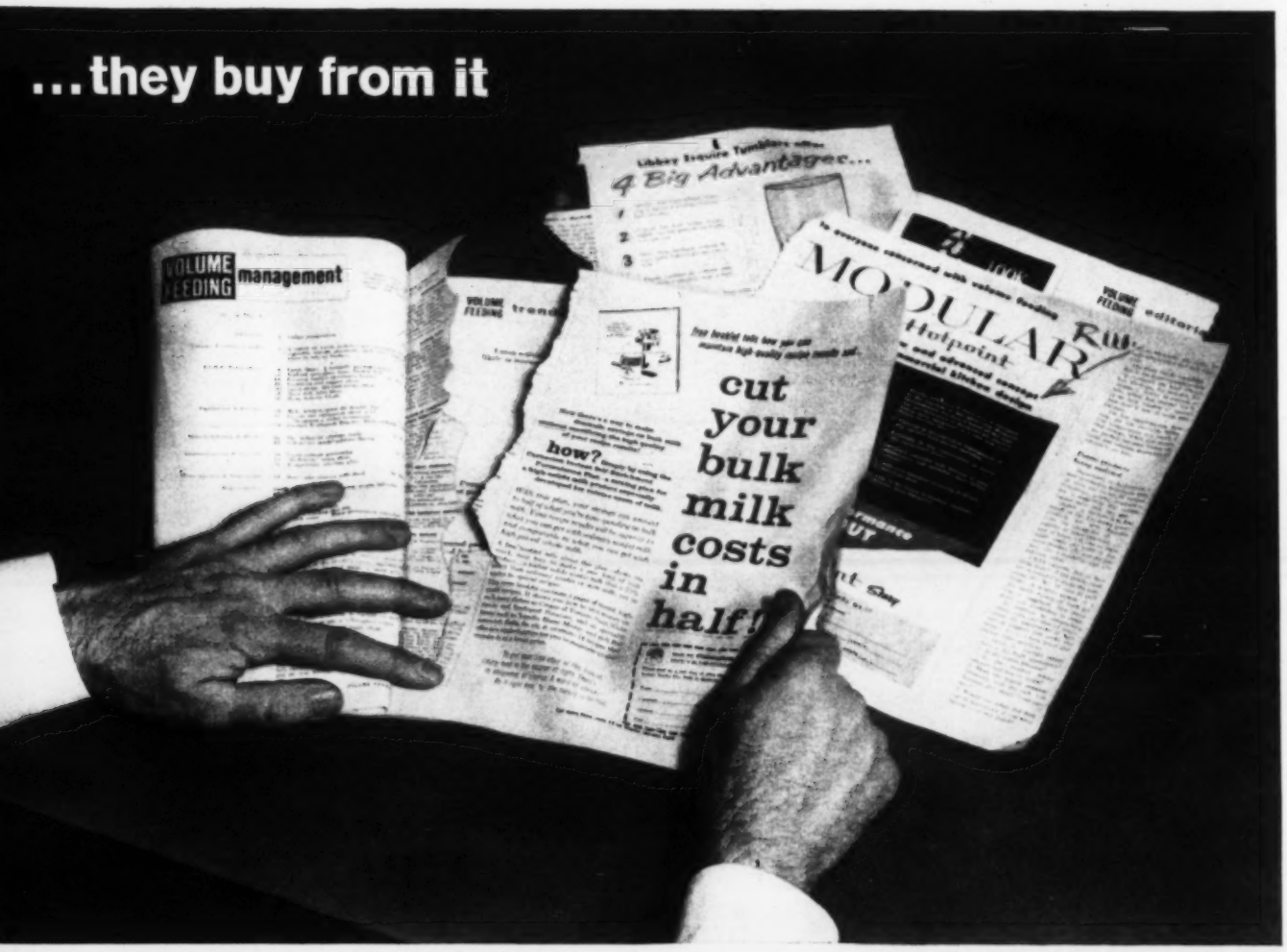
Monroe M. Myers, former advertising supervisor for *Miami News*, has resigned to become executive assistant at E. J. Scheaffer & Associates Advertising, Miami.

Robinson Joins Parkson

Florine R. Robinson, formerly with Reach, McClinton & Co., has joined the creative staff of Parkson Advertising, New York, as a copy supervisor.

prospects and customers USE

...they buy from it



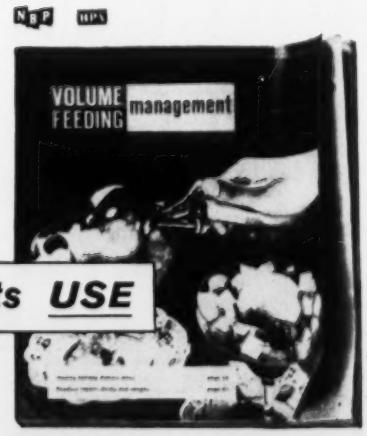
in a way no other magazine even attempts. Every item and every ad helps solve a volume feeding problem—sanitation, cost reduction, mechanization, portion control, employee training, menu-planning—all focused on volume feeding.

That's why your advertisement in VOLUME FEEDING MANAGEMENT is used by volume-feeding specialists...in restaurants, hotels, schools and colleges, clubs, hospitals, employee feeding facilities, etc. It gets *used*.

Want proof? Send for a record of actual sales made through advertising in VOLUME FEEDING MANAGEMENT.

205 East 42nd Street, New York 17, New York
a Conover-Mast publication

NSP HPA



The magazine volume feeding specialists USE

Only the
ROTARIAN
brings your sales message to this concentrated
"action audience"
Every copy reaches an active businessman who can make a decision to buy your product!

79% are active in business management!

90% play an active part in company buying!

84% are active homeowners!

54% are in companies operating 1,265,217 trucks!

82% are active travelers! (more than 12 trips a year)

53% actively influence civic government buying!

and . . . this "man-of-action" has an average income of $14,429 to make him an active customer for insurance, travel, sporting goods and clothes.

THE ROTARIAN reaches 354,620 "men-of-action" at the low, low cost of only $3.72 per thousand!

SEND FOR YOUR FREE COPY OF Market Facts, Inc., complete study of the ROTARIAN reader—the man who can buy your product—today!

AUDITED PAID CIRCULATION ABC

The Rotarian
AN INTERNATIONAL PUBLICATION
1600 RIDGE AVE., EVANSTON, ILL.

IN LATIN AMERICA . . .
Revista Rotaria is a key publication reaching 41,695 readers. Send for Market Facts, Inc., study of this important export market.

Millions live in the environment of

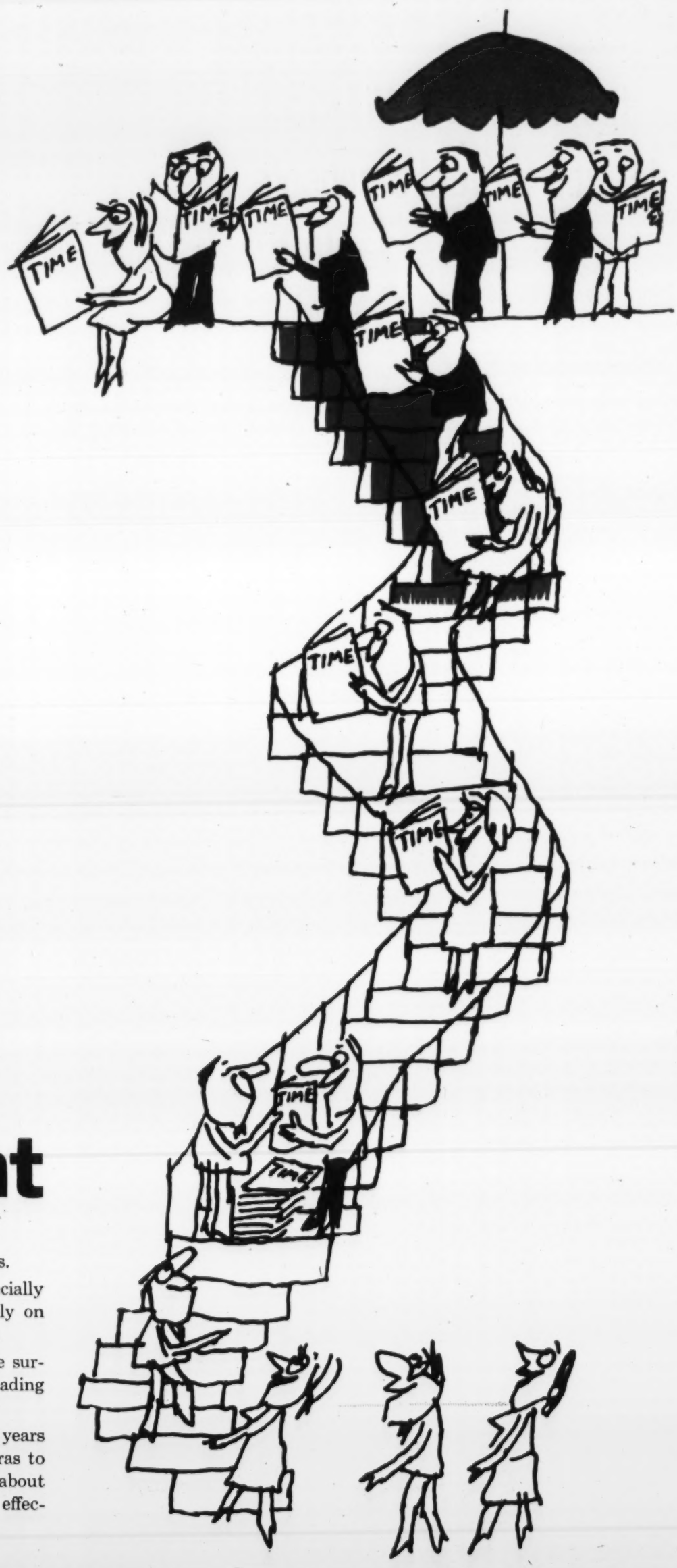
In the years between 1948 and 1958 the total number of U. S. families increased by 22%. An impressive growth? Not when you set it up against this brace of facts:

Over the same period, families with incomes of $7,500 to $10,000 jumped 253%. And families with incomes of $10,000 and over climbed 235%.

There are between 8 and 10 million of these well educated, higher income people in the U.S. They are found practically everywhere and they make their presence felt in a decisive way wherever they work, wherever they live.

They establish the trends and set the styles of this nation locally and nationally. And they do it, of course, with

**The boom at the upper level, number 4:
a message to business.**



achievement

the consent (and even the admiration) of their fellows.

They are individuals who demand top quality, especially in their source of information. That's why they rely on TIME to keep them well informed in every vital area.

There are those who don't read TIME, but they're surrounded by those who do. Surrounded by TIME-reading friends, business associates and families.

Advertising to these millions makes the great selling years in every field from hi-fi to high finance, from cameras to chemicals. They are the people you've got to talk to about your product. They can be reached with maximum effectiveness only in their favorite magazine, TIME.

there's a BIG MARKET for you in public schools —NOW!

THE Nation's Schools

IN THIS YEAR'S $3.5 billion educational construction market there's a big market for you—no matter what you make that goes into building, equipping, furnishing and operating the schools of America.

This year 2.1 million seating units will be installed just in new classrooms.

This year plumbing contracts for new school buildings will total $190 million.

This year heating and ventilating contracts for new school buildings will total $238 million.

This year electrical contracts for new school buildings will total $262 million.

THAT'S JUST A SAMPLE and just a beginning of the potential in the public school market. Right now there is an urgent need for 140,500 classrooms—and over the next twelve years 850,500 classrooms will be needed for replacement and to meet growing school enrollment.

THIS EXPANSION means more and more and more of the teaching tools and materials upon which modern education depends, more of all the equipment and materials used in operation and maintenance. And remember, this growth is already assured—the high school graduating class of 1977 is already born and counted.

In this great and growing market THE NATION'S SCHOOLS reaches the **buyers**—wanted by **more buyers** than any comparable magazine for the past twenty-three years. Because it's **wanted by more buyers** THE NATION'S SCHOOLS is **wanted by more sellers.** In the first five months of 1959 THE NATION'S SCHOOLS carried 63% more advertising than the second magazine, 151% more than the third magazine.

to get into the nation's schools, get into THE NATION'S SCHOOLS

college and university business

the ONLY magazine that serves BUYERS in the college market

colleges, too, are BIG BUSINESS

COLLEGES AND UNIVERSITIES, now serving 3.4 million students, are preparing to meet a 1970 enrollment of nearly 6 million. Right now, new physical facilities for higher education account for approximately one-fourth of all educational construction—this year, an estimated $800 million. By 1970, colleges will need an addition of 555 million square feet to the present physical plant of 586 million square feet—to cost between 12 and 15 billion dollars for construction alone. And colleges will need nearly twice the present equipment, furnishings, food service facilities, educational tools, building maintenance and grounds keeping equipment in use today. Only COLLEGE AND UNIVERSITY BUSINESS gives you direct communication, coverage, penetration and impact among the buyers in this market.

publications of F. W. DODGE CORPORATION

The Nation's Schools and College and University Business are published by The Modern Hospital Publishing Co., Inc., 919 North Michigan Avenue, Chicago 11, Ill.

IN CHICAGOLAND MORE DEBATERS DRINK HILLS BROS
HILLS BROS COFFEE
Richer, stronger, pound lasts longer
IN CHICAGOLAND MORE B'ARTENDERS DRINK HILLS BROS
HILLS BROS COFFEE
Richer, stronger, pound lasts longer

FIRST MOUNTAINS, NOW HILLS—*Hills Bros. Coffee Inc. broke a new advertising campaign in Chicago last week with comical ads like these in the four Chicago daily newspapers. More orthodox ads will follow later this month in both print and broadcast media. N. W. Ayer & Son is the agency.*

ARB Offering New TV Data

The American Research Bureau this fall will start supplying total home figures for all tv stations in the country—taking samples from all 3,072 mainland counties plus Alaska and Hawaii. Total area reports by quarter-hour periods are planned for all tv markets as well as quarter-hour total area reports for the more than 500 tv stations in the country. This information will be released at least twice a year.

Four Copywriters to FC&B

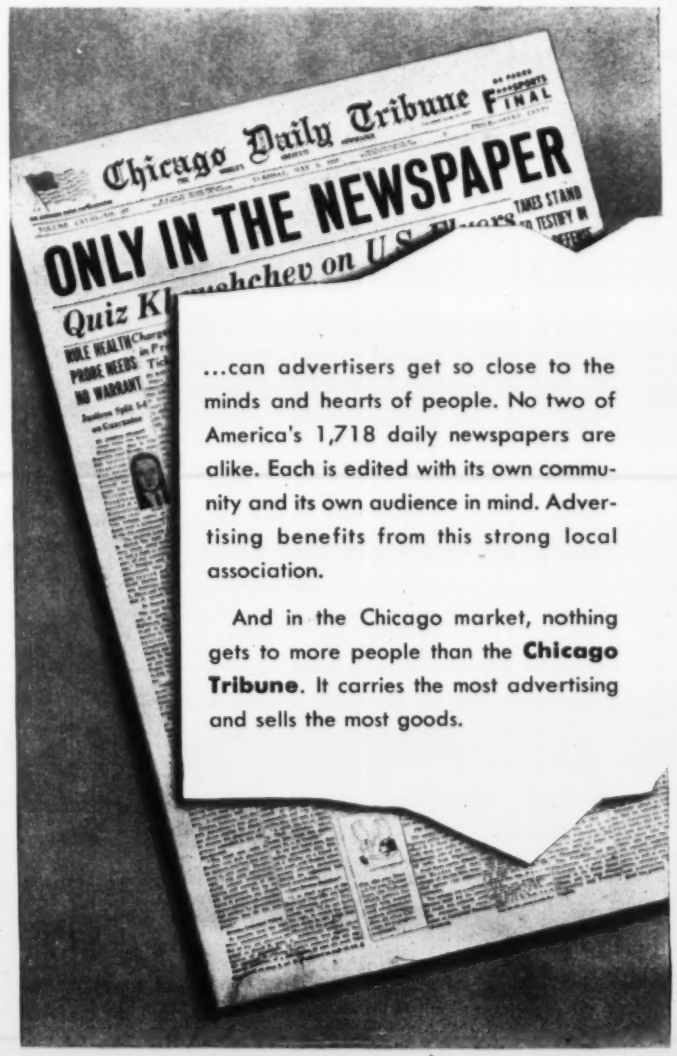
Four copywriters have been added to the copy department of Foote, Cone & Belding, Chicago. They are Sylvia Canaday, formerly with Erwin Wasey, Ruthrauff & Ryan; William S. Baker, formerly with Leo Burnett Co.; Richard Upton, formerly with Reid H. Ray Film Industries, St. Paul, and James Lundergan, formerly in the ad department of Abbott Laboratories, North Chicago, Ill.

Baker Gets Marketing Post

Newton D. Baker, director of advertising, sales promotion, pr and employe relations for Black, Sivalls & Bryson, Kansas City, Mo., manufacturer of oilfield equipment, has been elected to the newly created post of marketing vp. He will continue his responsibilities in advertising, sales promotion, pr and employe relations. He joined the company in 1950 as assistant ad manager.

L-O-F Names Hegg in Sales

Clinton F. Hegg has been named vp-sales of Libbey-Owens-Ford Glass Co., Toledo, O. He joined the company 20 years ago, and was vp and general manager of L-O-F Glass Fibers Co., a subsidiary, until its recent sale to Johns-Manville.

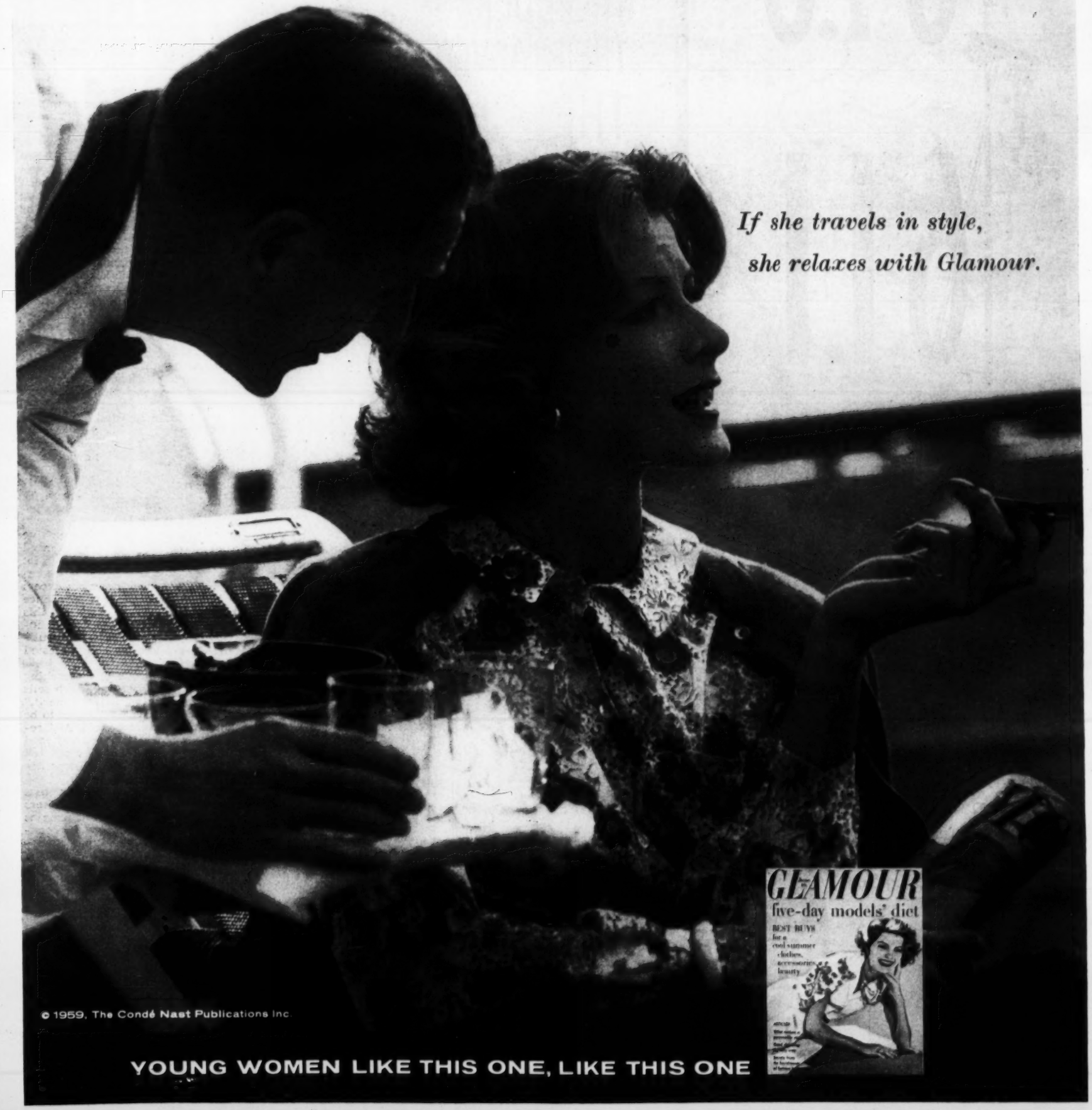


...can advertisers get so close to the minds and hearts of people. No two of America's 1,718 daily newspapers are alike. Each is edited with its own community and its own audience in mind. Advertising benefits from this strong local association.

And in the Chicago market, nothing gets to more people than the **Chicago Tribune.** It carries the most advertising and sells the most goods.

photographed on board American Export Lines' Constitution

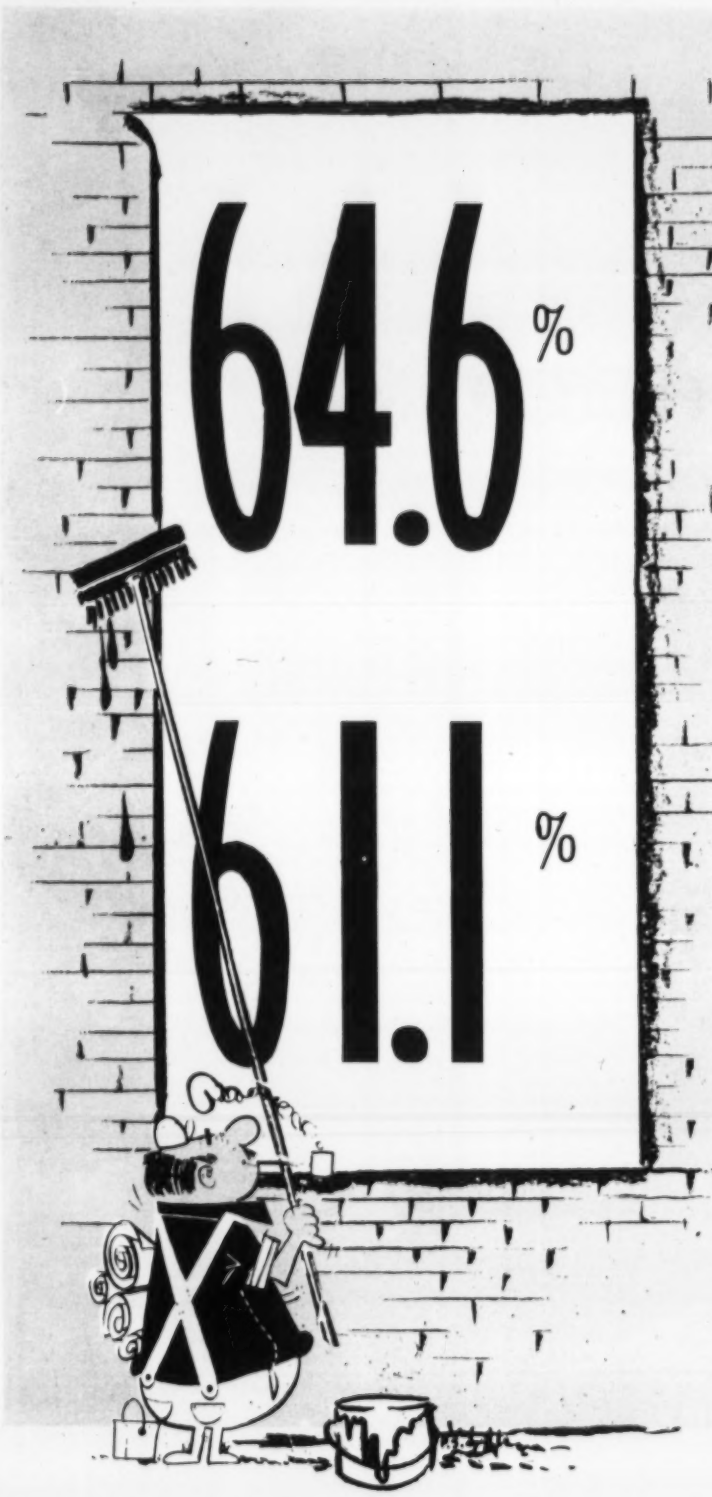
MARKED FOR GLAMOUR*



If she travels in style,
she relaxes with Glamour.

© 1959, The Condé Nast Publications Inc.

YOUNG WOMEN LIKE THIS ONE, LIKE THIS ONE



64.6% OF ALL NATIONAL ADVERTISERS PLACED THE BULK OF THEIR ADVERTISING IN THE CHRONICLE

61.1% OF ALL LOCAL ADVERTISERS PLACED THE BULK OF THEIR ADVERTISING IN THE CHRONICLE

	CHRONICLE	POST	PRESS
HERE'S HOW NATIONAL ADVERTISERS PLACED THE BULK OF THEIR ADVERTISING LINAGE IN 1958	64.6%	32.3%	3.1%
AND HERE'S HOW LOCAL ADVERTISERS PLACED THE BULK OF THEIR ADVERTISING LINAGE IN 1958	61.1%	28.4%	10.5%

THE HOUSTON CHRONICLE

Read by More Houstonians Than Any Other Newspaper!

THE BRANHAM COMPANY—National Representatives

Be Brief, Factual in Ads, U.S. Steel Purchaser Advises

NEW YORK, May 12—"Be factual and be brief in your ads for the industrial buyer. We are anxious to learn of new products, but our introduction to them must be in capsule form. We'll take it from there."

That's the advice W. W. Crawford, director of purchases, U.S. Steel Corp., gave the New York chapter of National Industrial Advertisers Assn. last week.

Pointing out that the cost of products and services purchased by U.S. Steel exceeds $4,000,000 each working day, Mr. Crawford stressed that "we depend in large measure upon the assistance of industrial advertising in meeting our purchasing requirements."

The modern purchasing agent, he said, must operate on the basis that "savings effected through reduction in purchase costs represent clear additions to profit. A 4% saving in purchase cost," Mr. Crawford said, "is just as important, profit-wise, as a 20% sales volume increase."

■ On advertising, Mr. Crawford enumerated six points which, he said, "all advertising must have if it is to be of any value in assisting the buyer in making purchasing decisions.

"1. Be factual.

"2. Know the use of the product. Be thoroughly familiar with the application. Erroneous conceptions of conditions in areas of use can lead only to a belief by the buyer that the product advertised may not function under actual conditions.

"3. Minimize the fear approach. Remember that the industrial concern—and particularly the steel industry—is extremely safety conscious.

"4. Obtain approval of proposed ads. There is nothing more disconcerting than to see an unapproved ad which affects one's own operations.

"5. Avoid individual testimonials. A product is not necessarily good simply because a certain individual says it is.

"6. Be brief. Tell the story. Give the whole story, but keep in mind that the industrial buyer has a lot to read. It is estimated that we receive in our department in excess of 73,000 pieces of correspondence a month. Nearly half of this volume contains some form of industrial advertising to be scrutinized by fewer than 80 interested buyers.

"We are continually searching for factual information which sells a commodity on its own merit," Mr. Crawford said. "We want to be told. We want to be sold. And regardless of what else you may read or hear to the contrary, I can tell you that purchasing decisions are made by purchasing people.

"Let me make it clear that while I would not say that others should be avoided, the fact remains that the buyer is a front line contact for your advertisement." #

Two Join Wyman Co.

James Plessas, formerly with Honig-Cooper, Harrington & Miner, San Francisco, has joined Wyman Co., San Francisco, as an account executive. Marjorie Meyer, formerly with the ad staff of the White House, San Francisco department store, has also joined the Wyman agency on the Koret account.

Eastman Names Schutte VP

Richard H. Schutte, West Coast manager of Robert E. Eastman & Co., New York, radio station representative, has been named a vp of the company.

AGAIN

WINNER

and still champion...

IN A FIELD OF THREE STRONG MAGAZINES... you've got to be really tops to rate the big parade! Yet SPORTS AFIELD continues to be showered with confetti in the sportsmen's field!

The ABC Publishers' Statements for the last six months of 1958 point to two significant facts: (1) Sports Afield delivered the biggest circulation in the sportsmen's field, and (2) Sports Afield delivered the lowest rate per page per thousand!

This is the second consecutive six-month period that SPORTS AFIELD has been the only sportsmen's magazine to average over 1,000,000 circulation.

These facts help simplify your advertising plans — select Sports Afield, again winner — and still champion!

SPORTS AFIELD . . 1,049,383

Field & Stream 982,859

Outdoor Life 942,791

Above circulation figures from the ABC Publishers' Statements for the six-month period ending December 31, 1958.

SPORTS AFIELD • A HEARST KEY MAGAZINE • 959 EIGHTH AVE. • NEW YORK 19, N. Y.

Videotape Unit Helps TV Reps Sell 'Live' to Timebuyers

NEW YORK, May 13—Television Advertising Representatives, a Westinghouse subsidiary which takes over representation of Westinghouse's tv stations July 1, has acquired a new sales tool: a Videotape machine.

The Ampex equipment, which has already been installed in the company's offices at 666 Fifth Ave., will enable the representative's salesmen to demonstrate precisely what they are talking about when they pitch programs and personalities to timebuyers. The idea is to take the guess work out of buying commercials featuring live local salesmen that the agency man has never had a chance to see.

■ "If the sponsor's message is to be delivered live, we can show him in New York how it will look and sound as presented by a personality in Boston, Baltimore, Pittsburgh, Cleveland or San Francisco," Larry H. Israel, general manager of TAR, said. "If his message is a filmed or taped one, we can show him the program setting in which it will appear and show him how lead-ins and lead-outs will be handled."

Mr. Israel also thinks tape can be useful in developing commercials, particularly for advertisers with little or no experience in spot tv. Copy lines, it was pointed out, can be tested and perfected for them on tape by station personalities. #

Court Upholds Sealy in Legal Fight with Simmons

Sealy Inc., Chicago, has won a court decision in an action against Simmons Co. in connection with the Sealy trademark, Posturepedic. The appeal of Sealy against proposed registration by Simmons of the trademark, Baby Posture, for mattresses has been sustained by the U. S. court of customs and patent appeals.

The court ruled that Sealy had previously registered the trademark Posturepedic and had prior claim to the term, Baby Posturepedic, as applied to some of its merchandise.

Mitchell Adds Michel Line

The U. S. division of Michel Cosmetics has appointed Harold M. Mitchell Inc., New York, to handle its advertising. Gotham-Vladimir handles foreign advertising for the company. A domestic campaign breaks later this month.

Schwartz Joins Agency

Sy Schwartz, formerly assistant to the director of public relations at Long Island University, has joined Public Information Associates, New York agency, as director of the news bureau.

New Orders at NBC-TV

NBC-TV, New York, has added several new sponsors for "Today" and the "Jack Paar Show." Signed for the Paar show were Bristol-Myers (BBDO) for Ban deodorant, 75 participations; Reardon Co. (D'Arcy) for its paints, 48 participations; and Dow Chemical Co. (MacManus, John & Adams) for Saran Wrap, 13 participations. New orders for "Today" included Berkshire Knitting Mills (Ogilvy, Benson & Mather), 26 participations, and Diamond Gardner Corp. (Doremus & Co.) for Neet-Heet charcoal briquets, eight participations.

McCann Boosts Striker in L.A.

The Los Angeles office of McCann-Erickson has named Ken Striker manager of planning and scheduling. In this capacity he will direct and coordinate the work of all departments for all Los Angeles accounts, reporting to Reg Twiggs, vp and Southern California manager. Mr. Striker was previously account executive for Southern California Gas Co. and Southern Counties Gas Co. He will be replaced on these accounts by Allan Clarke, formerly with Honolulu Gas Co., who will work with Harry Burton, account supervisor.

Harrison House Adds Two

Altair Inc., designer and manufacturer of air devices, and Chapman Machine Co., tool designer and trade manufacturer of machined products, have named Harrison House, Meriden, Conn., as their agency. Both companies are located in Terryville, Conn.

Frank J. Hess Retires

Frank J. Hess, who has been in the advertising business for 50 years, has retired as a partner of Comstock & Co., Buffalo advertising agency. His first advertising job was with the Wycoff Advertising Agency in Buffalo.

How You Can Get the Confidential Contest Bulletin

FOR ADVERTISERS ONLY

To be informed of the latest developments in the contest field, you'll want to read this unique, confidential newsletter. It analyzes current major contests and discusses new trends and ideas. To receive it regularly, send us your name on your company letterhead.

Bruce, Richards
CORPORATION
CONTEST MANAGEMENT AND JUDGING
250 Fourth Ave., N.Y. 3 • OR 7-4600
(In Chicago: Dial 211 and Ask Operator for Enterprise 4531)

Offers Height in Dollars

Breeze detergent will run a contest next month in which the first prize will be the winner's height in dollar bills. All told, more than 1,100 prizes will be awarded valued at more than $1,000,000, according to Lever Bros. Contestants must complete a 15-words-or-less statement, enclosing a Breeze boxtop. Advertising will include spot and network television, spot radio, newspaper r.o.p. color ads, newspaper supplements and magazines. The contest closes July 15. Batten, Barton, Durstine & Osborn, New York, is the Breeze agency.

Sabrett to Smith/Greenland

Sabrett Food Products Corp., Jersey City, has appointed Smith/Greenland Co., New York, as its agency. A manufacturer of frankfurters and rolls, the company plans to expand its distribution from the restaurant and institutional markets where it has been primarily, into the chain store field. Advertising will be based on the broadening distribution pattern. Sternfield-Godley is the previous agency.

Donald Bryant to Q-Tips

Donald L. Bryant, formerly with Warner-Lambert Pharmaceutical Co., has been elected president and a director of Q-Tips Inc. and Practical Electric Products Corp., New York. Leo Gerstenzang, board chairman of both companies, continues as chief executive officer but will devote more personal attention to the several foreign Q-Tip companies. He leaves soon for an extended visit abroad.

Earl Obermeyer to SSC&B

Earl J. Obermeyer has joined Sullivan, Stauffer, Colwell & Bayles, New York, as an account executive. He was formerly with the Wildroot Corp. and before that with Batten, Barton, Durstine & Osborn in Buffalo.

Business Paper Ad Volume off 3% in 1st 4 Months: 'IM'

CHICAGO, May 12—Business publications' advertising volume for April, 1959, trailed last year's volume by 0.1%.

Totals for the four months ended in April show a drop of 3.0% (4,663 pages) from the volume reached at the end of the first four months of 1958. Pages for the month of April dropped 0.1% (46 pages) under the same month last year. These figures represent the combined volume of 321 business publications reported monthly in *Industrial Marketing*.

As a group, export publications were hit hardest, showing an April decrease of 8.4% (117 pages). Their year-to-date percentage dip was 7.7%, representing a 400-page loss.

■ Trade publications are down in April by 0.3% (16 pages). These publications showed a year-to-date loss of 2.2% (475 pages).

Industrial publications lost only 0.07% in April, with a year-to-date percentage dip of 3.8%.

Breaking the negative pattern are those publications in the class group, showing a 2.7% (102 pages) increase for the month. For the year-to-date, these publications showed an increase of 1.4% (210 pages).

Up for the month also are publications in the product news group. They show a 0.2% (4 units) increase for the month, with a 1.2% (116 units) decrease in the year-to-date totals. #

Grey Promotes Rasner, Names Three to Board

Ray G. Rasner, who joined Grey Advertising, New York, as director of personnel in 1957, has been elected a vp. The agency has named John A. Kuneau, Edward Myer and Jerry Stolzoff to the board of directors. Each of the three new members is a vp and account supervisor and joined Grey in 1956.

Among The Inquirer's 1,863,000 adult readers in Delaware Valley, U.S.A.

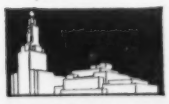
Make a date with

958,000 GALS SUNDAY

Sunday's the day for heart-to-heart talks with the 958,000 women readers who get their buying ideas from The Sunday Inquirer. What's more, these gals represent 74% of *all* the women in Delaware Valley, U.S.A., who read a Philadelphia Sunday newspaper.

Note this bonus: The Sunday Inquirer provides an *additional* 260,000 circulation in nearby counties. Figure that added women's coverage for yourself!

If you want to get right next to women (and what red-blooded American product doesn't?) the place to "date" them is The Sunday Inquirer. You'll find the total audience is impressive, too. Reach 1,863,000 adult readers in Delaware Valley, U.S.A., plus that quarter-million circulation beyond, in the Sunday "sales-mate" to the powerful Daily Inquirer.



The Philadelphia Inquirer

Good Mornings begin with The INQUIRER for 1,352,000 adult daily readers

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7260

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557

executives

can you use

$1500 - $2500 or $5000?

Arranged by phone

Your own signature is all that is required. No collateral . . . no endorsements . . . no red tape. Our simplified form has fewer questions . . . privacy is assured at all times. Payments may be spread over 2 years.

On some loans, you may take up to 3 years to pay.

BORROW THIS MONTH— NO PAYMENTS TILL AUGUST

Call Mr. C. C. Lyons, Vice Pres.
MUrray Hill 2-5000

COMPLETE BANKING SERVICES for BUSINESS and the INDIVIDUAL

INDUSTRIAL BANK OF COMMERCE
Main Office: 56 East 42nd Street
Other offices throughout the city
Member Federal Deposit Insurance Corporation
Available to residents of N. Y. Metropolitan area including Conn. and N. J.

sell a QUARTER OF A MILLION

☑ professional businessmen ☑ discriminating buyers ☑ homeowners
☑ sports enthusiasts ☑ frequent travelers ☑ independent investors
☑ community leaders

sell a quarter of a million
DOCTORS
every other week in the

AMA NEWS

the doctor's own newspaper

Published by the American Medical Association • 535 North Dearborn Street, Chicago 10, Illinois

Sealtest Buys Bat Masterson

The Sealtest foods division of the National Dairy Products Corp. has purchased full 52-week sponsorship of the Bat Masterson show on NBC-TV network, starting Oct. 1. N. W. Ayer & Son is the agency. At present, Sealtest shares the program with Kraft Foods, also a division of National Dairy Products. Under the full sponsorship arrangement, the show will move to Thursday nights in the 8 to 8:30 p.m. position and will be seen on 116 stations. This is the second major tv purchase made by Ayer within two weeks and follows the full purchase of the Steve Allen show by Plymouth.

Porcelain Names Palmer

Porcelain Enamel Institute, Washington, D. C., international trade association, has moved its advertising account from Downing Industrial Advertising Inc., Pittsburgh, to Palmer, Codella & Associates, New York.

Put Ad Purposes on Paper, Review 'em, Weber Urges NSBB

DETROIT, May 12—The only sound economic justification for advertising is its ability to perform a segment of the marketing job at a lower cost than any other means, said James E. Weber, exec vp and director of Leo Burnett Co., speaking at a dinner of the Detroit chapter of the National Society for Business Budgeting.

"Regardless of this fact," he said, "it is well to start the preparation of any advertising budget as if you had been asked the question 'Why advertise at all?' Even if you know the answer, this is extremely healthy exercise.

■ "Too many people responsible for the preparation of advertising plans take it for granted," he asserted, "that everyone knows what advertising is supposed to do. They'd certainly be surprised if they could get everyone concerned to write a little essay on the subject of what the company advertising is supposed to accomplish."

Mr. Weber advised setting down on paper a company's marketing plan as an enforced review of all factors which may have a bearing on the year's sales results, even though this may appear to be belaboring the obvious in a smoothly running company.

"Review of such a plan often uncovers areas that must be prepared before advertising can be of maximum effectiveness," he said. "It also serves as a guide to media strategy and creative strategy, and as an eliminator of waste motion in creative planning."

■ In outlining the areas a properly constructed market plan should cover, Mr. Weber proposed the following points:

- A description of the product to be marketed and of principal competing products, assessed as to their comparative merits.
- Competitive pricing information.
- An estimate of probable competitive moves in product improvement, new products and pricing during the year for which the plan is being drawn.
- Possible historical data and most certainly, current data on rate of movement of the company's product and of competitive products.
- A description of the company's and of competitors' current advertising program costs, coverage, media strategy and assessment of their relative effectiveness.
- A time-table of planned promotional events.
- A statement of sales objectives, with a statement of the sum available for advertising and promotion, either at an agreed-upon level of sales or at several varying levels.
- A statement of the problems and the opportunities currently facing the product and the company.

■ "As a matter of mechanics," Mr. Weber said, "I would like to suggest that the marketing plan be reviewed or agreed upon before the advertising strategies—media and creative—are constructed."

"Leave room for imagination and hunch in the total plan," he suggested, "and on the negative side, don't over-expect. Don't expect advertising to make up for deficiencies in product or exposure." #

Two Name Clark & Bobertz

Cleveland Worm & Gear Co. and its subsidiary, Farval Corp., have named Clark & Bobertz, Detroit, effective June 1. The account will be handled by C&B's Hickox-Donnelley division in Cleveland.

The Worcester Telegram-Gazette has the PERFECT SELLING FORMULA

A+B+C=SALES
IN THE WORCESTER MARKET

A
A GROWING BILLION DOLLAR MARKET
EBI: $1,112,205,000* UP 30.4% since 1954
Retail Sales: $669,589,000* UP 12.4% since 1954

B
91.9% COVERAGE of Massachusetts' 2nd MARKET
Again, one of the top 50 Markets
Daily Circulation 162,449
Sunday 105,300
ABC Audit Dec. 31, 1957

C
PROVED HIGH READERSHIP
Publication Research† says . . . "The level of readership of the survey issue was well above the national average."

NOW! ALL EDITIONS — 7 DAYS A WEEK FULL COLOR ACCEPTED

The Worcester
TELEGRAM and GAZETTE
WORCESTER, MASSACHUSETTS
MOLONEY, REGAN & SCHMITT, Inc.
National Representatives

OWNERS OF RADIO STATION WTAG AND WTAG-FM

*Source: Sales Management Survey of Buying Power, May 1958
†Source: Publication Research Service Study, Sept. 29, 1958 Sunday Telegram

What's in Petroleum Week for Production Managers?

A PRODUCTION MANAGER finds plenty in Petroleum Week. For Petroleum Week broadens the horizon of more than 45,000 men in the oil industry, at all levels and in all segments. It's the magazine where busy oil men keep informed, where they get up-to-the-minute reports on the news, technical developments and trends that affect their daily activities. Out of this information they acquire the industry perspective so vital to doing a good job.

A good, responsible production manager has to keep informed, and that's why he likes Petroleum Week—oil's most readable magazine. He is a middle management man in charge of drilling and producing operations. His main job is to develop a budget and oversee the expenditures approved by top management—and he takes more than a passing interest in important tools of his trade. Production managers are among the many thousands of subscribers to PW who are actively and directly engaged in the producing segment of the oil industry.

Whether you want to reach production managers or presidents, technical men or operating men, Petroleum Week can carry your advertising messages effectively, for all groups of buying influences are covered. That's why more and more companies are placing more and more advertising in this magazine in 1959.

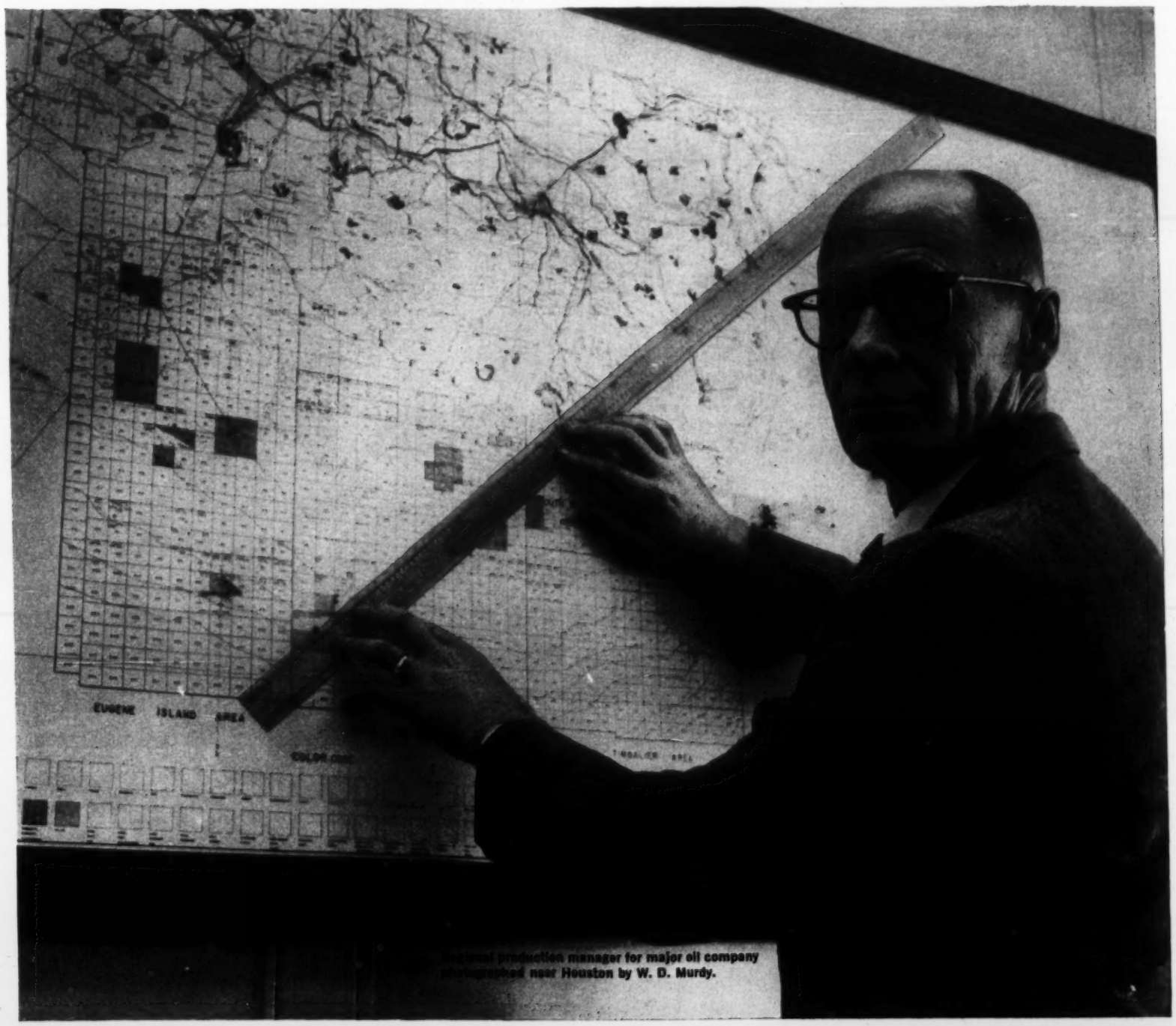
PETROLEUM WEEK

Oil's Most Readable Magazine

All paid ● audited circulation

A McGraw-Hill Publication 330 West 42nd Street, New York 36, N.Y.

One of a series of portraits of oil industry management and operating men.



Regional production manager for major oil company photographed near Houston by W. D. Murdy.

It's a Man's World!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years

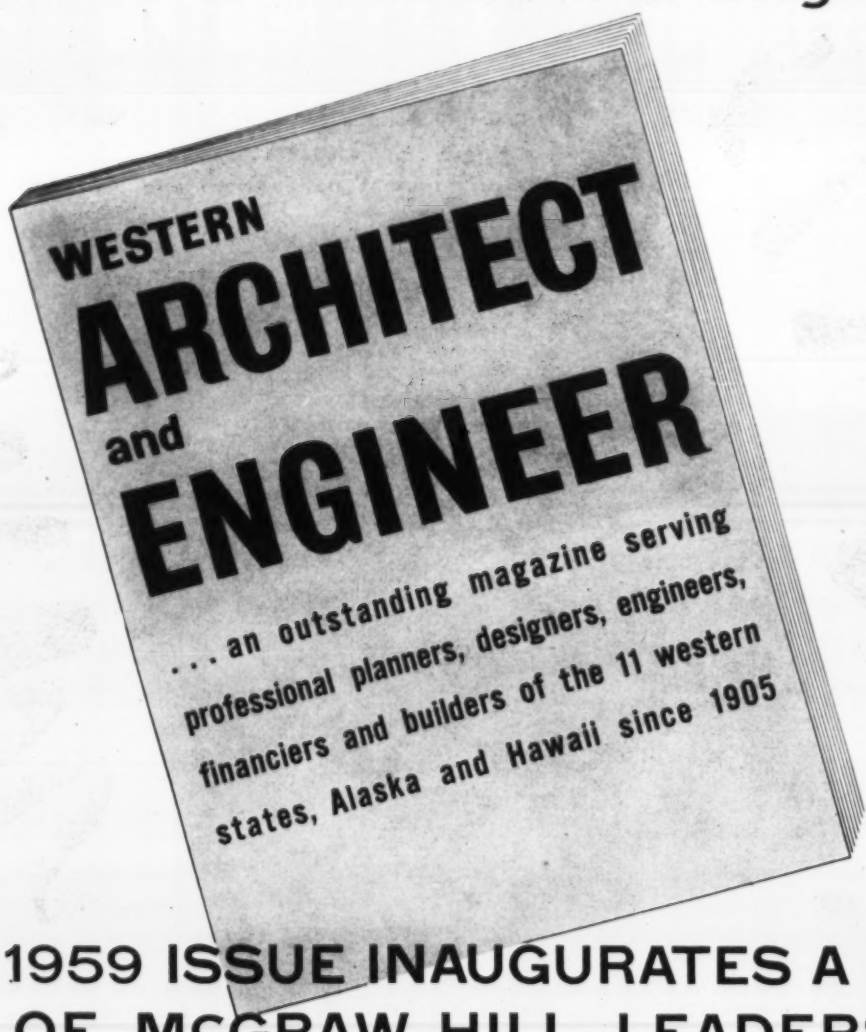
NBC Radio Signs Sponsors

Pacing new business at NBC Radio was Greyhound Corp. (Grey), which bought comedy segments on "Monitor" for a 12-week summer campaign beginning June 20. Other new orders include Longines-Wittnauer Watch Co. (Victor A. Bennett Co.), eight weeks on "Monitor"; B. T. Babbitt Inc. (Brown & Butcher), three-week sponsorship of "NBC News-on-the-Hour," for Savoy car polish; United Fruit Co. (BBDO), a saturation campaign in daytime and evening programs and "Monitor"; Mogen David Wine Corp. (Edward H. Weiss & Co.), 20 announcements a week on various programs for 13 weeks; and *Changing Times*, a Kiplinger magazine (Albert Frank-Guenther Law), four 15-minute periods on "Monitor" weekly for 13 weeks.

Davidson Adds Two

Arthur R. Wiggin and R. Lenn Franke Jr. have joined the Chicago advertising sales staff of Davidson Publishing Co. Mr. Wiggin, formerly with RCS Offset Printers, Chicago, has been named sales representative on four Davidson publications—*Modern Stationer & Office Equipment Dealer, Wholesale Drug Sales, Modern Stationer Convention Daily* and *Effectos de Escritorio*. Mr. Franke, who previously was with the Industrial Press, New York, will handle western sales for *Diner Drive-In*.

Announcing the McGRAW-HILL successor to Architect & Engineer



JULY 1959 ISSUE INAUGURATES A NEW ERA OF McGRAW-HILL LEADERSHIP

. . . a new, stimulating format, a revitalized editorial program, aggressive promotion to build comprehensive, paid circulation coverage of those responsible for the dynamic building boom in the fastest growing economic region on earth. Get the full facts by writing or phoning WESTERN ARCHITECT AND ENGINEER, McGraw-Hill Company of California, 68 Post Street, San Francisco, California, or your nearest McGraw-Hill office.

WESTERN ARCHITECT and ENGINEER
A McGRAW-HILL PUBLICATION

LOS ANGELES • 1125 W. SIXTH ST.
SAN FRANCISCO • 68 POST STREET
CHICAGO • 520 N. MICHIGAN AVE.
NEW YORK • 500 FIFTH AVENUE
CLEVELAND • 1164 ILLUMINATING BLDG.
ATLANTA • RHODES-HAVERTY BLDG.
PITTSBURGH • OLIVER BUILDING
DENVER • 1740 BROADWAY

After 50 Years in Britain, Woolworth Will Try Using Ads

LONDON, May 13—F. W. Woolworth Ltd., which celebrated its golden jubilee in Britain last month, has finally got around to advertising after 50 years.

Woolworth, with 1,015 stores operating throughout the British Isles last year, chalked up a mammoth £23,586,872 ($66,043,241) profit last year.

And the company's chief, R. J. Berridge, told shareholders at the recent annual meeting he expects trade to be stimulated by the company's first-time-ever advertising campaign. He said: "1959 could well be an outstanding year."

■ Massius & Fergusson is handling the Woolworth newspaper and tv campaign. The tv advertising concentrates on the stores and the special anniversary sale.

Newspaper ads, mostly full pages in national newspapers—spreads in some cases—are joint efforts. Under the banner head advertising the Woolworth anniversary are ads paid for by Woolworth's suppliers.

The first ads used a large illustration of a family shopping in a Woolworth store and the headline: "When you walk into Woolworth's." The theme is: "When you walk into Woolworth's, you walk into more than a shop."

■ Copy tells of the growth of the chain in Britain from its first store in 1909 to the more than 1,000 today—"We have opened a new store on average every 18 days for 50 years."

It wound up: "Now watch for Woolworth advertising of Britain's best value goods. And to shop in comfort walk into Woolworth's early in the week." #

Fizzies Summer Push Set

The Fizzies division of Warner-Lambert Pharmaceutical Co., Morris Plains, N. J., has begun a $1,200,000 advertising drive, mainly in tv, which will run through Aug. 31 for the effervescent soft drink tablet. The promotion will include three minute participations per week on CBS-TV's "Captain Kangaroo." In addition, up to 45 spots per week will be used in each of a large number of markets on local children's programs such as "Popeye," "Little Rascals," "Robin Hood" and "Bugs Bunny." The network and spot tv schedule will reach a combined total of 225 stations in 150 tv marketing areas.

Fizzies' summer campaign will also include one-third page units in three issues each of *Good Housekeeping* and *Parents' Magazine*. A test comics strip ad will be run in Phoenix newspapers for several weeks, and an undetermined list of national and state food journals will be scheduled soon. Lambert & Feasley, New York, is the agency.

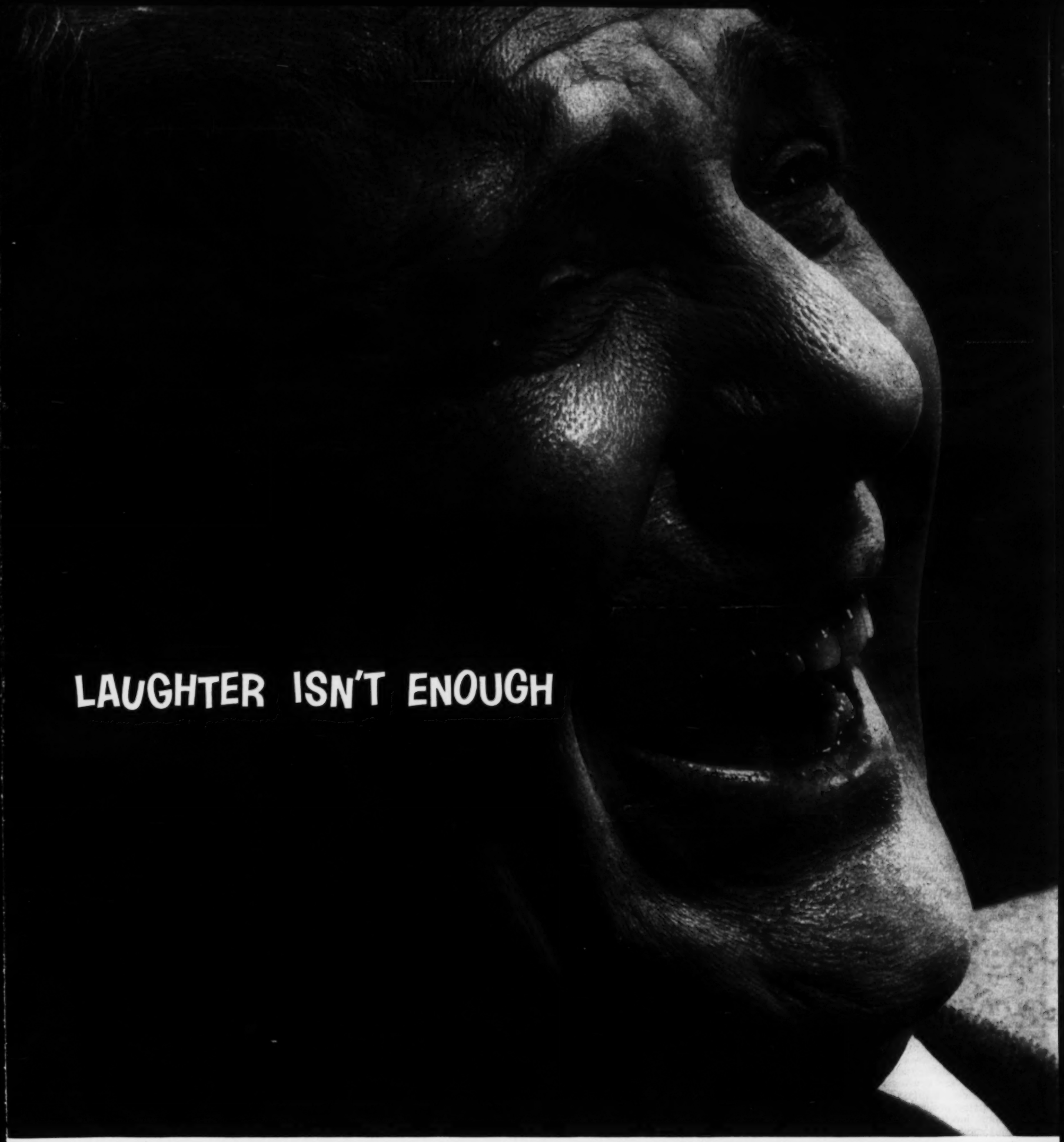
'Toledo Times' Boosts Price, Cuts Publication Schedule

The *Toledo Times* has increased its newsstand price from 7¢ to 10¢ because of increased production costs.

As of May 9, the *Times* will not be published on Saturdays, but its leading features will be included in an expanded edition of the *Toledo Blade*, which will be printed and distributed in Toledo early Saturday mornings.

Damar Promotes Vine

Joseph Vine has been named vp of advertising and sales of Damar Products Inc., Elizabeth, N. J. He has served as the company's advertising and sales promotion manager since 1956.



Great show. A laugh a second. 27 minutes of ever-loving fun. Critics rave. Ratings swoosh upwards into orbit. Everybody shakes hands....But there's a lot more to it than that.... For our clients' money, a TV or radio show isn't a hit until *sales and profits* are right up there with the ratings. **N. W. AYER & SON, INC.**

The commercial is the payoff

Ads Are Key to 'Team Process' of Industrial Buying, Daly Tells NIAA

Hugh C. MacLean Head Cites London Study at Regional Session

ST. CATHARINES, ONT., May 12—Evidence that advertising can open doors that salesmen cannot was presented here last week by James A. Daly, president of the Business Newspapers Assn. of Canada at a regional conference of National Industrial Advertisers Assn. The meeting was attended by members of the Buffalo, Hamilton, Rochester and Toronto chapters.

Mr. Daly, who is also president of Hugh C. MacLean Publications, described the findings of an industrial marketing research project by the school of business administration, University of Western Ontario. Students interviewed top executives of 36 industrial companies in and around London, Ont., to find out what influences determine purchases of industrial equipment.

Mr. Daly said the London industrial purchasing study is the first of its kind in Canada, and that in many respects it is different from any done in the U. S. It shows, he said, that purchasing decisions are made as the result of team discussions and based on recommendations of other users, plus information supplied by trade directories and business magazines.

■ "If industrial purchasing is—as we have all suspected, and as the London study demonstrates—a team process," Mr. Daly said, "we must plan our advertising over longer periods to reach out and influence all members of the purchasing team who may sit in on a buying decision.

"We cannot afford to concentrate on one group alone and sell it through advertising if we want to make our companies and their products familiar to the engineers and junior executives coming up who will form tomorrow's purchasing teams.

"Another conclusion from the study," he said, "is that 'company image' is an important factor in industrial purchasing.

"Since 'corporate' or 'institutional' advertising has been somewhat downgraded in recent years, I believe this point is a particularly important one.

■ "Good company images are not built overnight," Mr. Daly pointed out. "I am not suggesting that industrial advertising alone can build such an image. Directly the opposite. Industrial purchases are influenced by hard-headed business and technical men. You all know that the 'brag-and-boast' school of advertising results in the lowest Starch and Readex scores.

"But a consistent advertising and publicity program can build this reputation by talking factually about good products, good service and good quality. The building of such an image is certainly a slow process, and either to build it or retain it requires consistence and persistence. Your audience is always changing, not only from year to year, but from month to month and day to day.

"Thus the creation of a favorable image for your company requires long-range planning in your industrial advertising. There is a definite time differential between the appearance of an ad or a campaign in business papers and the time it begins to produce sales.

■ "I feel we have underestimated the factors of time and change," Mr. Daly said. "We are constantly striving for new and tricky ways of capturing attention, forgetting that our audience (or the interested portion of our audience) is not static, but everchanging. If we are a good company, if we have a product of good quality, if our service and reputation are good, obviously every year and every month there are new individuals, influential within our markets, who must be apprised of these facts, even though they be old facts to us and our managements."

■ Jack W. Kerr, president of Triangle Conduit & Cable (Canada) Ltd., Toronto, told the conference, "Too many top executives are not aware either of what is being done or can be done by their advertising manager or advertising agency."

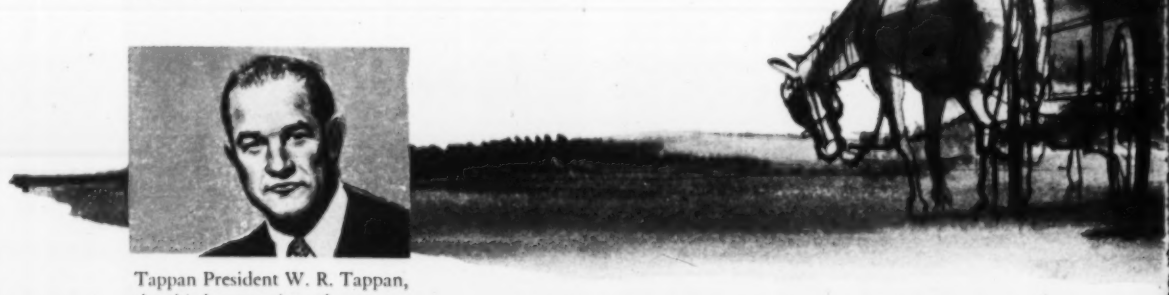
Mr. Kerr pointed out that by working closely with his president, the advertising manager will not only arouse his interest and support, but will make it easier to increase the advertising budget. It will also enhance the reputation and increase the prestige of the advertising department, he said.

Mr. Kerr advocated a steady, consistent, long-range program of advertising. "You cannot turn it on and off like a tap," he said. "Once you have lost your position, it is twice as hard to regain it."

He also suggested that a company president should bring his advertising agency into his confidence "as early as possible when new products or changes are planned, so promotion schedules can be tied in with availability, seasonal requirements and, of

He swapped stoves for vegetables...and built a business in millions

How—even in tough times—a special knack for selling keeps Tappan on the rise



Tappan President W. R. Tappan, the third generation of success

"One basket of beans, six bushels of corn, three pounds of cornmeal . . ."

Seventy-eight years ago the late W. J. Tappan sold his cast-iron cooking ranges the best way he could—often by barter. With his inventory packed into a wagon, he made the rounds of the Ohio River Valley swapping his stoves for fresh vegetables, plus whatever cash the thrifty farmers' wives would scrape together.

From this humble start, the. Tappan Company has grown into the largest independent manufacturer of gas and electric ranges for the home.

Tappan has grown by inventing and marketing better products. It developed the more convenient, divided cooking top, the "see-through" oven door and the chrome-lined oven, which made cooking easier and got better results. More recently, Tappan brought out its "Fabulous 400" which it called "the first new step in range designing in 35 years." This space-saving range hangs from the wall or sits on a cabinet, the oven is at eye level and the burners recess like drawers.

Tappan's search for better methods extended to its advertising, too. As a result, it succeeded—in the middle of a prolonged recession for the rest of its industry—in setting new sales records.

How Tappan tapped the world's largest selling force

As much as two years ago, the appliance industry had slowed down drastically. People were in no mood to buy. And dealer enthusiasm, the very bloodstream of the appliance business, was drying up.

Sensing the buyer resistance ahead, Tappan asked its agency, Ketchum, MacLeod & Grove, to re-examine and strengthen its advertising program.

The advertising agency made one addition to the schedule. For the first time, it used the Reader's Digest—making the Digest the base of Tappan's national advertising.

Even before the advertising appeared, the Tappan sales force—a realistic, experienced staff that works solely on commission—responded enthusiastically and spontaneously. They expected great support from a magazine with the readership and faith of 35,000,000 people.

After Tappan offered its "Fabulous 400" and Gold Ribbon Ranges in the September Digest, this optimism proved more than

course, financial commitments.

"Of all the phases of company operation with which the president is entrusted," Mr. Kerr said, "advertising is the only one which might be conducted by people outside the company." #

Cherry Names Schoen Exec VP

Arnold F. (Doc) Schoen Jr., formerly general manager of stations WPRO AM-FM-TV, Providence, has been named exec vp of Cherry Broadcasting Co., Providence. Joseph F. Dougherty, formerly sales manager of WJZ-TV, Baltimore, will become general manager of WPRO-TV. Cherry recently sold WPRO and now operates WDBO AM-FM-TV, Orlando, Fla., where Mr. Schoen will make his headquarters.

Coats & Clark's, K&E to Part

Coats & Clark's, New York, manufacturer of sewing accessories, and Kenyon & Eckhardt, New York, have jointly announced they will "terminate their business association at a mutually satisfactory time in the fall of this year." K&E, in the meantime, will continue to serve Coats & Clark's in the preparation of its fall 1959 advertising.

Kircher, Helton Gets Bell

Bell sound division of Thompson Ramo Wooldridge Inc., Columbus, O., manufacturer of high fidelity and stereophonic components, has appointed Kircher, Helton & Collett, Dayton, as its agency. Former agency of record is Warner P. Simpson Co., Columbus.

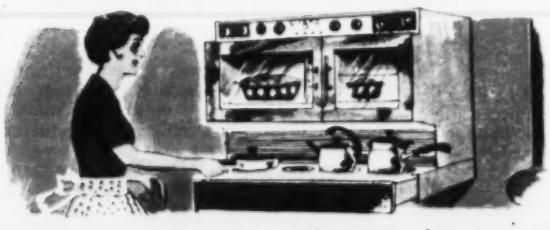
Adler Succeeds Smith

Stan Smith has resigned as vp of sales at Official Films, New York, tv film distributor. S. L. (Stretch) Adler, formerly national sales manager of Guild Films, has been named to replace Mr. Smith as director of sales, but has not been given the title of vp.

justified. Seasoned dealers — who handled the products of many companies — sensed a boom-in-the-making.

President W. R. "Dick" Tappan tells what followed:

"The Digest advertising in our new marketing program seems to be the ingredient that touched off a new sales climb. The Digest was the only magazine we used in September. Orders from dealers speeded up after that . . . and dealers even mentioned the advertising in their orders. By the end of 1957, our range sales hit an all-time record high . . . while appliance sales were generally down 10%."



The sales rise that followed Tappan's advertising in Reader's Digest was no coincidence — as 1958 showed. Last year, after experiencing the pulling power of the magazine, Tappan increased the frequency of its Digest advertising. By year-end, while the industry continued down 9%, Tappan sales shot up another 20%!

The Digest contributed four unique advantages to Tappan's remarkable sales rise. Companies in many industries are taking advantage of the same four benefits.

1) The largest proven audience that can be bought anywhere. It is larger than any other magazine; larger than any newspaper or newspaper supplements; larger than the average nighttime network television program.

2) The largest quality audience that can be found. The Digest has more readers in every income, occupational, or interest group than any other magazine. And the higher the income group, the greater the Digest's share of the reading audience.

3) Discrimination in the advertising accepted. The Digest alone of major advertising media accepts no alcoholic beverages, no cigarettes or tobacco, and no patent medicines. It accepts only advertising that meets the highest standards of reliability.

4) Belief in what the magazine publishes. People have faith in Reader's Digest, in its editorial and advertising columns alike.

In Reader's Digest, you reach the best part of America —intelligent, prosperous families whose enthusiasm for a product can insure its success. And you can do it economically and effectively.

People have faith in

Reader's Digest

Largest magazine circulation in the U. S.
Over 11,750,000 *copies bought monthly.*

WE'LL BUY—*Initial print advertising for Morton House baked beans broke in Chicago May 7 with this black and red 1,500-line ad. Spot tv and newspapers are being used. The product, from Otoe Food Products, Nebraska City, Neb., is now in 28 markets. Compton Advertising, Chicago, is the agency.*

P&G Reportedly Enters Denmark

COPENHAGEN, May 12—Procter & Gamble is about to enter the Danish market, according to reports here.

P&G, which has been cracking European markets one by one, entered Italy last year.

The reports are given some support by news that Gumaelius, Sweden's largest advertising agency, is shortly opening a branch office in Copenhagen. Gumaelius, which handles advertising for a number of P&G products, is making the move to extend the number of Swedish clients interested in Denmark and to make easier the handling of accounts it has in Denmark. #

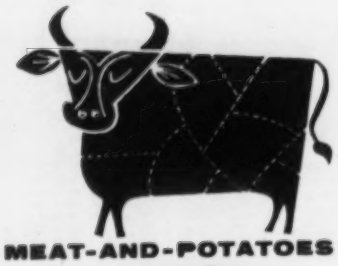
Stations Hike 60-Second Spot Rates, Katz Study Finds

Katz Agency, New York, media representative, has found a trend toward different spot tv rates for 60-second and 20-second announcements, as reported by ADVERTISING AGE last week. However, the headline on the story indicated 20-second spot rates were being reduced. Actually, most stations have come up with a price differential by raising the cost of the minute spots and leaving the 20-second price where it was, or they have hiked the cost of both, but with minutes going up more than 20-seconds.

Harvey & Thomas Names Three

Albert Shapiro, formerly with Doremus-Eshleman Co., has joined Harvey & Thomas, Philadelphia agency, as associate art director. Jean Kolb, formerly with Merck Sharp & Dohme, has joined the agency as a medical copywriter. Eleanor Myer, previously with N. W. Ayer & Son, has joined the media department.

AS OF JUNE 1st
PACKAGING PARADE
Changes its Name to
CONSUMER PACKAGING



MEAT-AND-POTATOES OR

SWEETNESS-AND-LIGHT?

Whether your sales approach requires sturdy charts or amusing doodles, it also needs to be told with verve and intelligence. At ***Rapid Art Service,*** *304 East 45th Street, New York, we'll put a team of knowledgeable craftsmen at your beck and call . . . plus a fully-equipped shop (type, silkscreen, letterpress, book bindery) ready to serve you the heaviest rarebit or the lightest souffle call Mu 3-8215*

Be Creative—Learn Consumer Wants: Mortimer

General Foods Head Urges Marketing Concept in Parlin Award Lecture

PHILADELPHIA, May 13—Successful companies in all fields in the future must apply creativeness more intelligently to find out the likes and dislikes of consumers and which products the public will be willing to buy, Charles G. Mortimer, president of General Foods Corp., said here today.

Mr. Mortimer, who delivered the annual Parlin Memorial Award lecture, asserted that business has learned much about market research since World War I—but not enough.

"And, in my judgment, we have paid entirely too high a price for what we have learned, because we have not yet applied enough creative imagination to the processes of market research and analysis, or to the use of their findings," he said.

"There has been too much costly duplication of effort," Mr. Mortimer said. "Too often we have plunged into researches with insufficient thought or preparation."

■ The General Foods executive maintained that companies must find out much more about what the consumer is willing to buy, rather than "trying to market what it is easiest for us to make.

"In other words," he said, "we must apply our creativeness more intelligently to people and their wants and needs, rather than to products.

"Furthermore, we must focus our eyes on the upcoming generation. And we must realize that this new generation has new ideas and views, new needs, new tastes, new likes and new dislikes, a new psychology. What is more, it is going to be much more emphatic in its demands and expectations than our generation has been.

"In today's highly competitive situation, with a swelling population breathing down our collective necks," Mr. Mortimer said, "the successful enterprises in every line of industry and commerce are going to be those which most accurately and continuously anticipate the public's new wants and needs, and, through creative market research, fulfill them acceptably as a logical next step beyond existing consumer living habits and desires."

■ The two other major marketing areas where companies must learn to apply creativeness are creative pricing and creative convenience, Mr. Mortimer said.

He asserted that a "tidal wave of craving for convenience" is sweeping over this country. "Today convenience is the success factor of just about every type of product and service that is showing steady growth," he said.

"Serving today's consumer acceptably has become a highly creative art, with convenience a super-additive that can be tailored into products all along the road to market, from the farms, fields, forests and mines where raw materials are produced, through the whole complex of activities involved in marketing. Someone has aptly characterized this as 'total marketing'."

■ Ten forms of convenience to be reckoned with in marketing, differing in importance in different industries, Mr. Mortimer said, are form (of product), quantity or unit, time (when consumer can buy it), place, packaging, combinations of products, automation (gadgets and automatic devices for appliances, etc.), consumer credit, selection (wide range of units to choose from) and readiness.

Turning to creative pricing, Mr. Mortimer pointed out that the smaller-unit-profit philosophy, which is so popular with American business today, was the result of creative thinking on the part of American business men plus the restrictions of the Sherman anti-trust laws.

"We deliberately had to abandon the idea of getting the highest possible price for our products and had to set out to sell at the lowest price which still would return a reasonable profit," Mr. Mortimer said.

■ "We were surprised by the volume of sales that resulted. And this increased volume of sales, in turn, made further price reductions possible, and created an ever-increasing market. Expressed in a phrase, this is the philosophy of small profits on millions of units, broadly distributed, versus larger profits on a smaller number of units narrowly distributed.

"I would like to add at this point that this philosophy applies to the sale of services as well as products, and I need not remind you of the important place services now occupy in our high standard of living."

The creative pricing of goods has created mass markets in the U.S. which has resulted in raising the American standard of living, he added. #

Pulitzer Prize Committee citation: "To Ralph McGill for distinguished editorial writing in a United States newspaper; the test of excellence being clearness of style, moral purpose, sound reasoning and power to influence public opinion in what the writer conceives to be the right direction, due account being taken of the whole volume of the editorial writer's work during the year . . . as exemplified in his editorial 'A Church, A School' and for his long, courageous and effective editorial leadership."

Ralph McGill

Pulitzer Prize winner for editorial writing in 1958

We like what Eugene Patterson, executive editor of Atlanta Newspapers, Inc., said earlier:

RALPH McGILL completed his 30th year with The Atlanta Constitution this past week and the dust hasn't settled yet.

There may have been more widely loved men in Georgia, and it is possible there may have been somewhere a more generally cussed one, but seldom anywhere has the Lord wrapped a tougher hide around a gentler heart.

This quality of gentleness never will be apparent to anyone who has caught the full curl of his cat-o'-nine-tails around the ribs. The reader catches a glimpse of it sometimes when McGill stops knocking blue fire off the typewriter keyboard with his flint ideas and hunts the keys like a console for a simple chord.

If you have never met Pappy you would be surprised. The first thing that strikes you is that he does not have horns. He is a butthead. He does not have a forked tail. He has more the beam of a barge.

He has none of the cold-eyed arrogance you might associate with authority. He could use a little. He is so full of the wonder of perpetual youth that he's Pappy confessor to the human race, and that gets wearing.

How can a man be full of wonder after 30 years? Maybe it's his reading habits. He tears knowledge from books like Henry VIII stripping a hambone.

More than likely it's his curiously trusting approach to people. If he caught you trying to pick his hip pocket he would apologize for having it buttoned. This exasperates the efficient and recruits legions of friends.

He is full of words. They come up fresh like clear drops from a spring and get flung on paper with a grace that brings fan mail from such other journeymen as Carl Sandburg and Ernest Hemingway. Before you tear the shirt off the editor you really ought to meet the man. He'll give you his own shirt.

Thirty years he's toted bales for Henry Grady's grand old lady and the dust hasn't settled yet. It isn't about to, either.

THE ATLANTA CONSTITUTION

For 91 Years the South's Standard Newspaper

REPRESENTED BY KELLY SMITH COMPANY

COX NEWSPAPERS—The Atlanta Constitution, The Atlanta Journal, Dayton Daily News, Dayton Journal Herald, Miami News, Springfield Daily News & The Sun

Walsh Joins Compton

Paul Walsh, formerly with Benton & Bowles, has joined Compton Advertising as a copy group head.

Newsweek had more new advertisers in 1958 than any other newsweekly, and again leads in the first quarter, 1959. Ask your agency.

The different newsweekly

for communicative people

Jenkins Promotes Livingston

J. Clarke Livingston, who joined Ray C. Jenkins Advertising Agency, Minneapolis, last year as vp and account executive, has been promoted to exec vp.

McCarty Boosts Two

Don Walsh, a group supervisor, and Lafe Locke, of the creative staff, have been appointed vps of McCarty Co. Advertising, New York.

VP
* visual power

give your ads a top VP* rating

Ads and printed pieces appeal almost exclusively to the eyes and what better way to assure that appeal than a setting by SERVICE Typographers. Care and craftsmanship go into every assignment. Type buyers will see the difference . . . customers and prospects will act on it.

Call SERVICE today and put some VP* into your ads and literature.

SERVICE typographers, inc.

723 S. WELLS ST. CHICAGO 7, ILLINOIS HArrison 7-8560

TASTY—*Kohl's Food Stores, Milwaukee, is using three-dimensional embellished bulletins featuring 17x25' oil-painted cutouts to show the quality of its meats.*

Royer & Roger Elects 2

William Wilbur, account executive at Royer & Roger, New York, specialist in sales promotion and direct mail, has been named vp and creative director. Milton Miller, account executive, has been named vp and account supervisor.

Lightman Adds Two Accounts

H. Allen Lightman Inc., New York, has been appointed to handle the Tycora account in Canada and the Riverside Silk Mills Ltd., Galt, Ontario, manufacturer of Rivolene, a no-iron fabric being imported from Canada.

THE ONLY FLORIDA NEWSPAPER TO WIN ITS SECOND PULITZER AWARD!

FOR THE MOST DISINTERESTED AND MERITORIOUS PUBLIC SERVICE RENDERED BY AN AMERICAN NEWSPAPER DURING THE YEAR 1938
HONORIS CAUSA
AWARDED BY COLUMBIA UNIVERSITY TO THE MIAMI DAILY NEWS

1959 : NATIONAL REPORTING

HOWARD VAN SMITH of THE MIAMI NEWS awarded The Pulitzer Prize in Journalism for "National Reporting, 1958" — for his series of articles on the deplorable conditions in a Florida Migrant Labor Camp.

1939 : PUBLIC SERVICE

THE MIAMI NEWS awarded The Pulitzer Gold Medal in Journalism "for the most disinterested and meritorious public service rendered by an American newspaper during the year 1938—".

PLUS . . . FIVE 1959 FIRST-PLACE FLORIDA AP AWARDS
TWO "NEWS PICTURES OF THE YEAR" AWARDS

a prize-winning newspaper sells goods for its advertisers . . .

A policy of constantly improving The Miami News "product" has paid off in national recognition on the excellency of its editorial content. It follows that the respect which increasing numbers of subscribers have for The NEWS is reflected in the volume in which they buy NEWS-advertised goods and services.

You can't cover the fabulous Miami Market without The Miami News

REPRESENTED NATIONALLY BY SAWYER-FERGUSON, WALKER

THE MIAMI NEWS
"THE BEST NEWSPAPER UNDER THE SUN"

COX NEWSPAPERS
THE MIAMI NEWS • THE ATLANTA JOURNAL • THE ATLANTA CONSTITUTION • DAYTON DAILY NEWS • DAYTON JOURNAL HERALD • TAMPA TIMES DAILY NEWS & THE SUN

Coming Conventions

May 24-26. Life Insurance Advertisers Assn., western round table, Ambassador Hotel, Los Angeles.

May 24-27. Associated Business Publications, 53rd annual meeting and management conference, Skytop Lodge, Skytop, Pa.

May 24-27. Super Market Institute, 22nd annual convention, Convention Hall, Atlantic City, N. J.

June 7-10. Advertising Federation of America, 55th annual convention, Hotel Leamington, Minneapolis.

June 8-11. Outdoor Advertising Assn. of America, national convention, Sherman Hotel, Chicago.

June 10-12. Continental Advertising Agency Network, annual convention, Benjamin Franklin Hotel, Seattle.

June 12-16. National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

June 14-16. New England Newspaper Advertising Executives Assn., summer meeting, Chatham Bars Inn, Chatham, Mass.

June 14-17. National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 17-19. American Marketing Assn. national conference, Hotel Statler, Cleveland.

June 21-24. Newspaper Advertising Executives Assn., summer meeting, The Homestead, Hot Springs, Va.

June 22-26. First Advertising Agency Group, 31st annual conference, Belmont Hotel, Cape Cod, Mass.

June 28-July 2. Advertising Assn. of the West, 56th annual convention, Tahoe Tavern, Tahoe City, Cal.

June 28-July 4. National Advertising Agency Network, annual management conference, Del Monte Lodge, Pebble Beach, Cal.

Aug. 5-8. Advertising Age's Second Annual Summer Workshop on Creativity in Advertising, Palmer House, Chicago.

Aus. 12-13. 4th annual circulation seminar for business publications, Pick-Congress Hotel, Chicago.

Aug. 28-30. W. Va. Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 10. Advertising Research Foundation, first of 13 consecutive Thursday seminars, Chicago.

Sept. 13-16. Direct Mail Advertising Assn., 42nd annual convention, Queen Elizabeth Hotel, Montreal, Can.

Sept. 16-19. Mail Advertising Service Assn. International, annual convention, Queen Elizabeth Hotel, Montreal, Quebec.

Sept. 18-19. Wisconsin Newspaper Advertising Executives Assn., annual meeting, Meade Hotel, Wisconsin Rapids.

Sept. 23-24. National Business Publications, New York Regional Conference, Hotel Roosevelt, New York.

Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

Sept. 28-30. Southern Newspaper Publishers Assn., 56th anniversary convention, Arlington Hotel, Hot Springs, Ark.

Sept. 29. Newspaper ROP Color Conference, one-day workshop, Hotel Biltmore, New York.

Sept. 30-Oct. 4. Affiliated Advertising Agencies Network, annual international meeting, Somerset Hotel, Boston.

Oct. 18-20. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 20-23. Junior panel, Outdoor Advertising Assn., annual convention, Morrison Hotel, Chicago.

Oct. 22-23. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Insurance Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

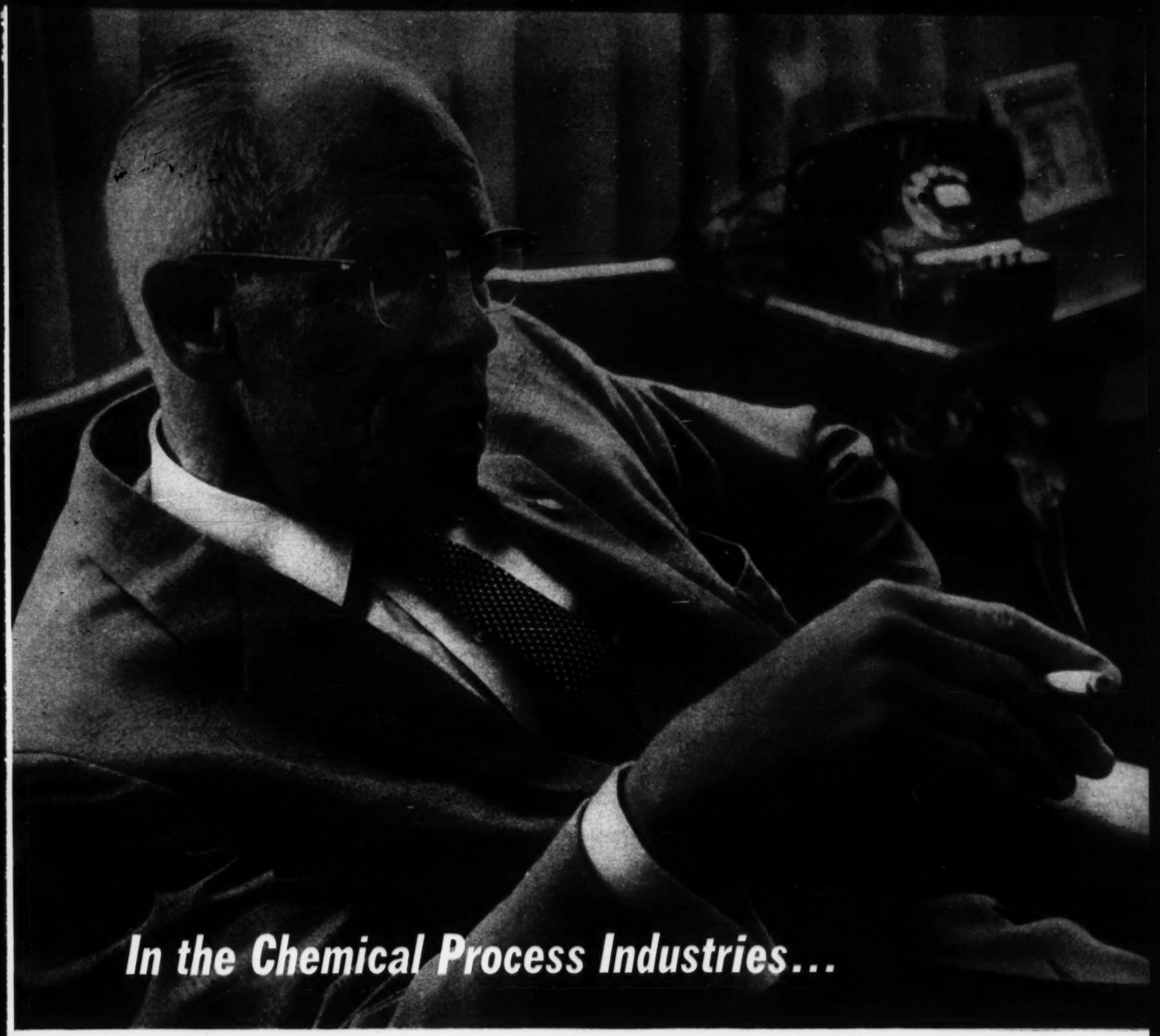
Nov. 23-24. National Business Publications, Regional Conference, Drake Hotel, Chicago.

Eastman Opens New Office

Robert E. Eastman & Co., New York, radio station representative, has opened a new office at 1680 Vine St., Hollywood. Don Ross, previously in charge of broadcasting activities for the Los Angeles Rams, has been named manager of the office. John A. Thackaberry, formerly with Heintz & Co., Los Angeles, will assist Mr. Ross.

Parkin Joins Universal

Edwin Parkin, formerly with Haire Publishing Co., has joined Universal Publishing & Distributing Corp. as promotion manager, a new post.



YOUR MARKET IS A MANAGEMENT MAN

Common sense tells you this . . . so do buying influence studies. Today the "bosses" — from department heads in lab, pilot plant and full-scale production right up to top brass in the front office — are more concerned than ever with what's being bought. CPI-Management are acutely aware that more modern equipment, materials and services provide one of the big solutions to profit problems. And boosting net profits is their job . . . management's responsibility alone! So, too, is management's responsibility to exercise the dominant voice in the purchase of your product. That's why . . .

Your first, most important advertising job is to sell them in the CPI's most essential busines paper . . . in CHEMICAL WEEK, the only magazine edited exclusively for and sold selectively to CPI-Management — *at all levels, in all functions, both technical and non-technical.* 28 full-time editors . . . over 41,000 *all-paid* circulation . . . read, preferred and subscribed to *independently* by more management men than any other CPI magazine . . . with 600-plus advertisers who place more display pages here than in any other "process" weekly. Your product should be here, be seen, *be sold* . . . in CHEMICAL WEEK!

and you can sell him in...

A McGRAW-HILL PUBLICATION

Chemical Week

In Montreal . . .

The direct route to sales results in the English market is through The Star—the "must" newspaper on your Montreal schedules.

Ask for The Star's latest Market book.

The Montreal Star

Represented nationally by O'Mara and Ormsbee Inc.

Columbia-Hallowell Opens Push for Office Furniture

The Columbia-Hallowell division of Standard Pressed Steel Co., Jenkintown, Pa., will launch its first advertising and merchandising campaign for its Columbia line of steel office equipment this year. Large space, full-color ads will run this fall in business and architectural magazines.

Catalogs and other merchandising pieces will be furnished to dealers. Gray & Rogers, Philadelphia, is the agency.

Palace Corp. Names Capital

Palace Corp., Flint, Mich., manufacturer of house trailers, has named Capital Advertising, Lansing, Mich., to handle its advertising, sales promotion and public relations.

Code Board Aim Is to Counsel, Not Censor: McGannon

Hollywood Office May Open in Fall, Says Head of NAB Unit

HUNTINGTON, W. VA., May 13—The newly announced Hollywood office of the National Assn. of Broadcasters' tv code review board will seek to act as a counsel, not as a censor, in its work with tv film producers, according to Donald McGannon, chairman, Westinghouse Broadcasting Co. and chairman of the review board.

Plans for the office, expected to open by early fall, were revealed here last weekend (AA, May 11) at the meeting of the fifth district, Advertising Federation of America.

"A large percentage of current network and local television programming—some 40% in fact—currently emanates from independent Hollywood film producers," Mr. McGannon said.

■ "Our basic objective in establishing this Hollywood office is to build a relationship which will enable us to counsel, guide and assist film producers in preparing programs that meet code specifications. Our aim here is not to function as censors but to further an atmosphere and attitude of belief in the code and its principles and adherence to its rules. In this way, the appearance of the seal on a film will be more meaningful," he continued.

(Editor's note: Other sources indicated that the timing of the opening of this office will depend on when the proper man is found to head the operation. They see the telecasters as following in the path charted by the motion picture industry, whose Johnson office has been very successful at avoiding problems by working directly with the studios during the early stages of production. The tv code review board office is expected to be primarily concerned with programs at the outset, but it will also be available to consult with producers of commercials on request.)

■ There was a general reference in Mr. McGannon's talk to last week's news about several stations which were stripped of their code seals because of various violations, mainly the continued acceptance of ads for an "unacceptable" product, Preparation H, a hemorrhoid treatment (AA, May 4). Mr. McGannon did not discuss the particulars of this crackdown, nor did he mention any products by name. But he was specific about his point of view toward violators:

"Surely if the industry's self-regulation through the code is to be effective, if the seal of good practice is to mean anything, we must insist that any station found in violation of the provisions of the code either end its violative practice or surrender its right to display the seal.

"Anyone who seeks to use the code as a front behind which he accepts or rejects its individual provisions according to the expedience of the moment cannot expect to continue long to enjoy the privilege of displaying the seal of good practices," Mr. McGannon asserted. #

Capper Names Morris

Felix Morris, formerly Cleveland manager of Capper Publications, a division of Stauffer Publications, has been promoted to manager of the midwestern territory of the Stauffer-Capper farm papers with offices in Chicago. He succeeds John J. Coleman, who joined *American Home*. William J. Schmunk has been promoted to Cleveland manager. Capper also named Gerald A. Warren Detroit district manager.

Budd Promotes Boas

Herbert A. Boas Jr., director of marketing of Budd Co., Philadelphia, automotive parts maker, has been elected a vp and named a member of Budd's top-level policy committee. He will continue to serve in both capacities under his new title, which also makes him a company officer.

Frigo Names Madison Agency

Frigo Bros. Cheese Corp., Lena, Wis., has named Madison Advertising Agency, Madison, Wis., to handle its advertising and merchandising.

Our hats are off to our PULITZER prize-winning partners

Ralph McGill

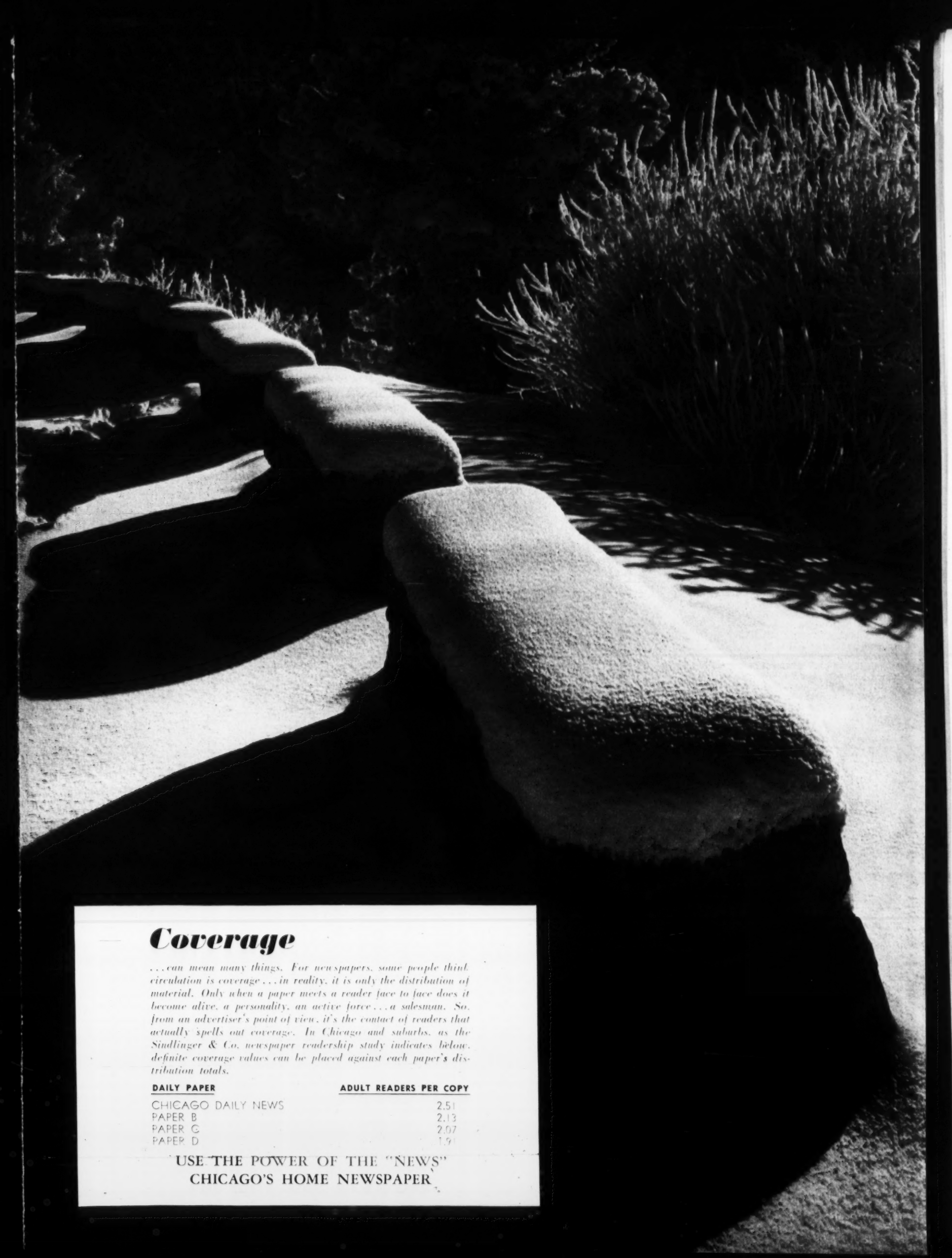
Editor, Atlanta Constitution,
whose editorial conscience
sets a standard for the nation.

Howard Van Smith

Miami News writer,
whose enterprising reporting
casts a light into society's dark corners.

The Dayton Daily News
The Dayton Journal Herald
The Springfield Daily News
The Springfield Sun

COX NEWSPAPERS
THE MIAMI NEWS • THE ATLANTA JOURNAL • THE ATLANTA CONSTITUTION • DAYTON DAILY NEWS • DAYTON JOURNAL HERALD • SPRINGFIELD DAILY NEWS • THE SUN



Coverage

. . . can mean many things. For newspapers, some people think circulation is coverage . . . in reality, it is only the distribution of material. Only when a paper meets a reader face to face does it become alive, a personality, an active force . . . a salesman. So, from an advertiser's point of view, it's the contact of readers that actually spells out coverage. In Chicago and suburbs, as the Sindlinger & Co. newspaper readership study indicates below, definite coverage values can be placed against each paper's distribution totals.

DAILY PAPER	ADULT READERS PER COPY
CHICAGO DAILY NEWS	2.51
PAPER B	2.13
PAPER C	2.07
PAPER D	1.91

USE THE POWER OF THE "NEWS"
CHICAGO'S HOME NEWSPAPER

Gourmet Isn't Target of Taylor Wine Advertising, but He's 'Not Excluded'

(Continued from Page 2)

Taylor wines are right in any place for any occasion."

■ To do this, Taylor Wine Co. is using page units in 11 magazines—*Bride's Magazine, Cosmopolitan, Holiday, Living for Young Homemakers, Newsweek, Redbook, Sports Illustrated, The New York Herald Tribune Sunday Magazine, The New York Times Magazine, Time,* and *True.*

The company's advertising budget for promoting its 16 different types of wine, Mr. Taylor said, is 4.5% to 5% of potential net sales for the coming year.

"Our advertising budget," he said, "is not based on what has been done, but on what we are going to do.

"Our projection is based on market research of the past year's performance, a study of per capita consumption, industry production figures, population growth, the company's share of the market, our own production position and the number of potential cases we estimate we can market. Our estimates are usually on the conservative side."

■ While Taylor and D'Arcy together over the past five years have woven something of an advertising success story, credit must also be given to other factors than advertising, Mr. Taylor said.

"Three other factors are of vital importance," he said. "These are the quality and types of the product itself; the sound sales organization of state managers and distributors; and the company's reputation in the alcoholic beverage industry.

"However," he added, "it would be possible to have all of these things and still not score the impressive sales gains which our wines have shown. Advertising unquestionably has played an important part in making the Taylor brand known to consumers and in creating a preference for it."

Discussing some of the basic principles of the company's advertising, Mr. Taylor listed four major points: Appraisal of the market; selection of media; size and frequency of insertion; and art and copy treatment.

■ "I can't stress too strongly in this connection," he said, "D'Arcy's contributions in helping us to crystalize our advertising philosophy. Bill Rech [W. L. Rech, D'Arcy account executive] has been particularly helpful.

"Careful appraisal of the market to which the advertising should be addressed," Mr. Taylor said, "is, in my opinion, the foundation on which any advertising campaign should be based. In the case of the wine market in this country you have a peculiar situation.

"Given consumers who still, 25 years after repeal, talk about 'rye' when they really mean 'blend', it's asking too much to expect any knowledge of grape varieties, geographical origins, and vintage years when these same consumers enter the wine market. Let's face it. Americans are not that much interested in wine drinking.

"Our object is to make it simple for the American consumer, who wants a quality wine above the level of fermented grape juice, to make an easy selection of appetizer wines, dessert wines, table wines and sparkling wines—without any confusion about vintages.

■ "D'Arcy recommended that Taylor advertising be directed at a broad mass of people in the middle and upper middle income groups, with sufficient education and income to appreciate the niceties of good living. This audience does not include the highly sophisticated drinker, the epicure or gourmet, but they are not excluded by any means.

"As I said before," Mr. Taylor repeated, "our market is the people who want to live well and are not particularly concerned with putting on a show while doing it.

"How do you reach those people? Through careful selection of media.

"So naturally," he said, "we eliminated those publications of small circulation and highly sophisticated appeal which, while worthy in themselves, do not present a climate in which our advertising could work effectively. Instead, we selected magazines of fairly large circulation in the middle class market, such as news weeklies; magazines aimed at the younger married set, whose receptiveness to the suggestion of using wines has been well demonstrated and who will provide a market for many years to come; and certain general magazines whose reader interest is primarily in gregariousness, travel, entertainment and an enjoyment of living generally.

■ "Because magazines provide the most economical means of national coverage, and because Taylor wines are available nationally," Mr. Taylor said, "our entire consumer advertising budget is in magazines. We use newspaper advertising only occasionally, in certain monopoly states, to bolster up local situations or to announce

The Marketing Team at Allegheny Ludlum Talks to Chilton

"We know the importance and value of the trade press

Ralph L. Harding, Jr. • A. Murrin Held • Charles B. Templeton • William B. Pierce

Allegheny Ludlum Steel Corporation is one of the nation's major developers and producers of high-alloy steels—stainless steel, electrical steel and alloys, tool steel, heat-resisting steel, permanent magnet material, and various types of tungsten and other carbides.

Important to the highly successful sales program of this large organization are the coordinated efforts of its marketing team. Key members of the group include William B. Pierce, Vice President in Charge of Sales; Charles B. Templeton, Advertising and Promotion Manager; Ralph L. Harding, Jr., Commercial Research Manager; and A. Murrin Held, who is responsible for product publicity.

In the company's Pittsburgh offices, we recently talked with each of these experienced sales and advertising executives about the importance and use of trade and industrial magazines from his particular point of view. Here are the highlights of what was said . . .

Mr. Pierce says, "Well-conceived, hard-hitting and well-timed advertising in the trade and industrial press is a basic tool of our sales organization. It is important to us because it is read by the men who buy the products and services we sell. It is valuable because it helps precondition customers or prospects for the next visits of our salesmen. It is practical because it enables us to repeat our story, again and again, for only pennies a time."

new listings of types."

Turning to size and frequency of insertion, Mr. Taylor said a cardinal principle of his company's advertising policy is to use nothing less than page space. This is done, he said, to give a feeling of importance to the brand.

"It is our feeling that it is a mistake to present wine, and particularly Taylor wine, in fractional-page space alongside of the pages—many in color—of liquor and beer advertisements," he said. "If wine is to be considered as important to good living as those products, we feel it should be presented as importantly. And if Taylor Wine Co. is to be considered a leader, as it is, then in its advertising it must act as a leader.

■ "We also broke with traditional wine advertising practice," Mr. Taylor said, "by advertising on a year 'round basis. There are no off months in our program, although, of course, there is some peaking of expenditure in the last third of the year.

"We have demonstrated that quality wines can be sold the year 'round, and our advertising sets the example for retailers to keep Taylor wines prominently before the public, month in and month out."

On art and copy treatment, Mr. Taylor noted that the company and the agency have always seen eye to eye. Candid camera photography has been used consistently during the past few years. Models for the photographs have been selected to avoid as far as possible the readily identified professional look.

"We aim to portray people who will seem as far as possible to be counterparts of the folk next door," Mr. Taylor explained.

■ "We avoid any suggestion that Taylor wines can only be served in an atmosphere of black ties and cocktail gowns. We try to show people enjoying quality wines in natural situations, such as they encounter in the regular course of their social lives. While bottle art is necessary for identification, we make every effort to work it into the illustrations so that it becomes a natural part of the scene.

"The effect is to create a feeling that here are some nice people doing a very enjoyable thing, of which Taylor wine is an essential part. Even if none of the copy is read, the mood, the product image, and the identification have all been established by the illustration."

Headline copy is one simple line, "It's a Taylor wine, and you'll love it." Body copy makes no claims that the brand is the finest wine in the world, or that it has no equal. It suggests the enjoyment that may be had from a specific type of wine, and notes that Taylor wine is the pride of New York's Finger Lakes, one of the world's most favored vineyard regions.

■ Current advertising, incidentally, also makes cross reference from the type of wine illustrated in the main ad to related types which may be enjoyed under similar or other circumstances.

An ad that features sauterne, for example, will direct attention in subsidiary copy to other table wines, such as Taylor's burgundy or claret. An ad for port will tell the reader about tokay or tawny port.

In addition to the increase in case sales since 1954, another interesting index of the influence of the advertising program, Mr. Taylor said, has been a sales gain of 12% a year for Taylor wines in monopoly states, against a total wine industry movement in those states of only about 2% gain.

"This is significant, and it can be credited largely to advertising, in my opinion," Mr. Taylor said. "In those states very little can be done at point of sale to influence the customer's choice. It is the pre-established brand preference which the consumer has when he enters the outlet that determines what he will buy. The fact that more people are buying Taylor wines in monopoly state stores," Mr. Taylor said, "is as direct proof as you can get that the advertising is effective, and that the product is appreciated." #

because of our long experience and success in using it"

Mr. Templeton says, "We know the importance and value of the trade press because of our long experience and success in using it. It provides the hard core of our advertising program. It enables us to repeat the story of high-quality products and services told by our salesmen to customers and prospects throughout the country—and to tell it to those our salesmen cannot reach."

Mr. Harding says, "We make extensive and profitable use of the marketing material provided by certain trade publications. It is of particular value because it is current and well organized. It helps us evaluate existing markets and develop new customers and new markets for our many products. The trade press also helps us watch competition and frequently indicates new or improved product opportunities. In short, it provides much of our marketing intelligence."

Mr. Held says, "The trade press is one of our most important allies in the effort to keep our publics aware of the many new products, techniques and services available at Allegheny Ludlum. Through an integrated publicity program we regularly supply editors with news and feature stories of interest to their readers. By making certain this material is accurate, interesting and informative, we can be sure the story will be seen and read by the men who specify and buy what we have to sell."

Trade and industrial publications serve an area unduplicated by any other selling force. They make it possible for you to talk with customers and prospects on common ground—at a time when they are seeking information and are most receptive to your message.

Chilton is one of the most diversified publishers of trade and industrial magazines in the country—a company with the experience, resources and research facilities to make each of 17 publications outstanding. Each covers its field with the dual aim of editorial excellence and quality-controlled circulation. The result is confidence on the part of readers and advertisers alike. And confidence is a measure of selling power.

Chilton COMPANY
Chestnut and 56th Streets
Philadelphia 39, Pennsylvania

Publisher of: Department Store Economist • The Iron Age • Hardware Age • The Spectator • Automotive Industries • Boot and Shoe Recorder • Gas Commercial Car Journal • Butane-Propane News • Electronic Industries • Jewelers' Circular-Keystone • Optical Journal & Review of Optometry • Motor Age Hardware World • Aircraft and Missiles Manufacturing • Distribution Age • Product Design & Development • Business, Technical and Educational Books

* if

if you use glossy photos for advertising, promotion or publicity . . .

if you appreciate the advantages of using highest quality photos . . .

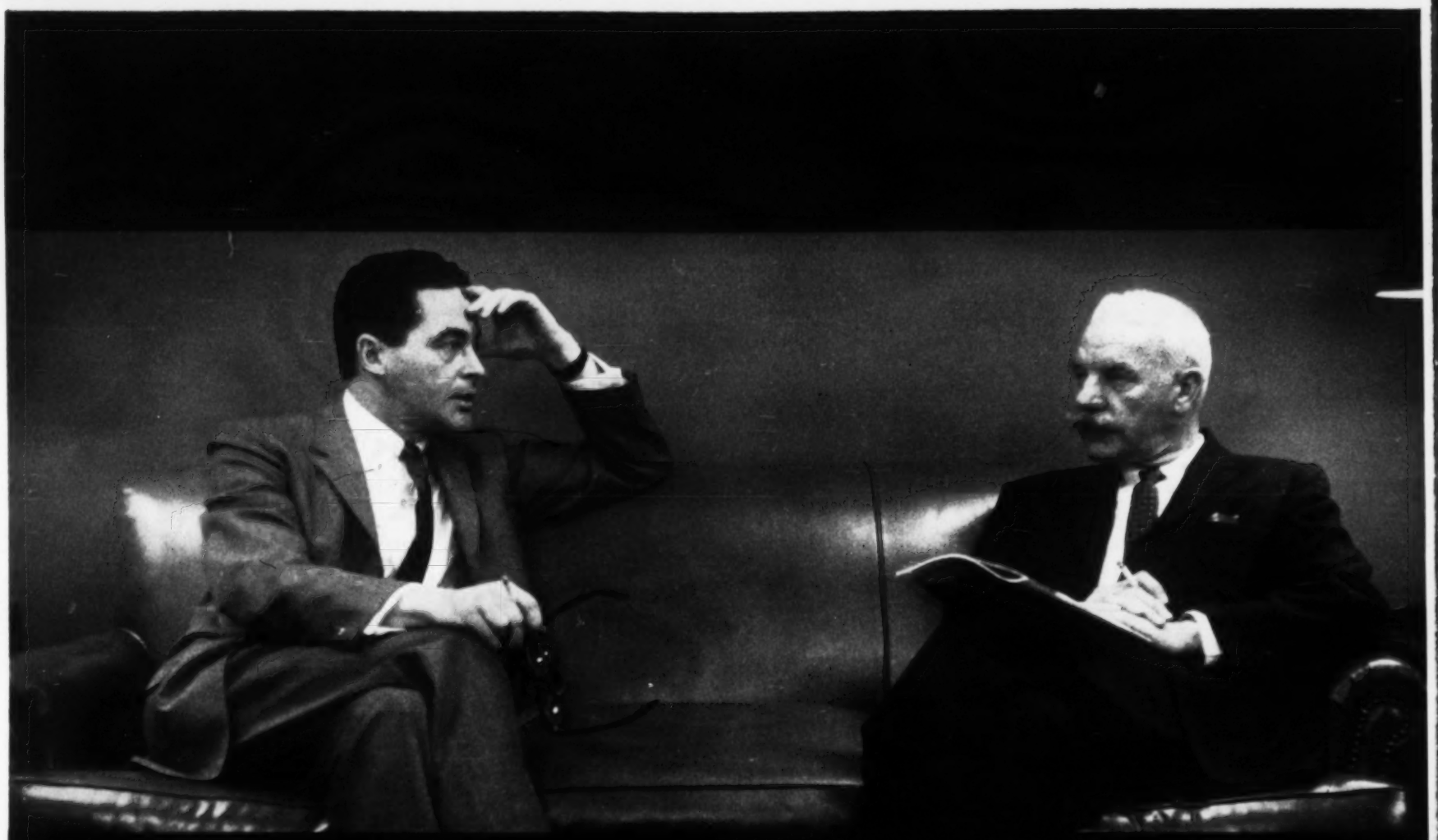
and still like a good deal on price

if you need prints *right now* when you need them . . .

you, sir, are a *natural* to do business with QPC*

write for samples and price list!
(or phone, it's quicker)

*
QUANTITY PHOTO CO.
119 W. Hubbard St., Chicago 10, Ill.
SUperior 7-8288



How many executives
should be reading
your advertising
right now
?

THERE'S no precise answer to this question, of course. All companies have different markets, and different objectives. But there's a good over-all clue in a recently completed study of new car buyers.*

This study showed that of the 4.3 million buyers of new cars last year, 1,160,000 of them were managerial or professional people with incomes of $10,000 or more.

Now, to be sure, not every executive buys a new car every year, not even the most successful ones. The new-car study, therefore, points to the *minimum* size of the managerial market in the U. S. today. But the figure of 1,160,000 is not far off. Another important marketing study, "How Business Buys," for example, pegs the number of key managerial people as being in the neighborhood of 1,225,000. Whatever the exact figure, this much is certain: the managerial market is far bigger than any 200,000, or 300,000, or 400,000.

"U.S.News & World Report" delivers highest concentration of managerial people at lowest cost

The three news magazines have always attracted high-income managerial and professional men and their families. It would be difficult to imagine the home of a successful businessman without one of the news magazines.

Of the three news magazines, "U.S.NEWS & WORLD REPORT" has the highest concentration of managerial and professional subscribers—88%. Family incomes average $15,009—highest of *all* magazines with more than 1,000,000 circulation.

It naturally follows that "U.S.NEWS & WORLD REPORT" enables advertisers to cover these high-income managerial people at lowest cost. That is one more reason why "U.S.NEWS & WORLD REPORT" carries more pages of advertising directed to business and industry than any other news magazine.

Example of how "U.S.News & World Report" does the best job of covering management executives

Almost half—540,000 to be exact—of the managerial or professional buyers of new cars last year were in the top management group—presidents, vice presidents, treasurers, etc. Surely, these are the key decision-makers who have "arrived," and whose ideas and okays are so important to any business contract. Here are the results of the study on the magazines read by these top management buyers of new cars:

News magazines read regularly by 540,000 top management executives who bought a new car	Rank in coverage of top management executives	Coverage cost per top management executive (4-color page)
"USN&WR"	**1st** (183,600)	4.1 cents
News Magazine "B"	**2nd** (167,400)	10.4 cents
News Magazine "C"	**3rd** (135,000)	6.9 cents

These figures are one more research confirmation of this simple fact: advertisers wanting to cover America's high-income people of importance most effectively *and* economically do so today through the advertising pages of "U.S.NEWS & WORLD REPORT."

*From "A Market Study of the People Buying New Automobiles Today," conducted jointly by the Market Research Division, Advertising Department, "U.S.NEWS & WORLD REPORT," and Benson & Benson, Inc., Princeton, N. J.

U.S. News & World Report THE **COMPLETE** NEWS MAGAZINE

... for business and professional people – and their families

U.S.NEWS & WORLD REPORT

America's Class News Magazine

Ask your advertising agency, or write, for your copy of "Portrait of Today's Successful Businessman." It tells how he can be identified, how he can be covered. Advertising offices at 45 Rockefeller Plaza, New York 20, N. Y. Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

Now more than 1,100,000 net paid circulation

'Don't Practice Monasticism,' AFA Social Amelioration Session Urged

(*Continued from Page* 3)
the climate and the tone of the society in which we live, and the solution to the problem lies largely in the area of persuasion and social pressure which advertising people know so well."

■ Declaring that he is "for such a crusade 100%," Fred B. Manchee, retired exec vp of Batten, Barton, Durstine & Osborn, New York, urged that the problem be given further study and that, if it is finally decided that advertising can make a major contribution, it should be turned over to the Advertising Council for development.

Mr. Manchee also urged that advertising people do everything they can to clear up the image of advertising in the public mind, and suggested that the first step might be a greater belief in the constructive services of advertising on the part of those engaged in the business. He suggested that the AFA might be the logical means by which to conduct an organized campaign to educate the public on advertising's functions and social values.

■ Reminding his audience that the deterioration of any society begins with the deterioration of the basic virtues, Louis P. Shannon, division manager, public relations department, E. I. du Pont de Nemours & Co., emphasized that business needs integrity and dynamic responsibility, and too seldom gets it. Business men must not practice monasticism, he said; they must constantly play a major and important role as good citizens.

■ Donald H. McGannon, president of Westinghouse Broadcasting Co., discussing how media can help "make America more like the pictures in the ads," said that there is no reason why the same media which have demonstrated their ability to sell goods cannot also motivate people "to be better people."

"But this is essential," he said. "We must give it the same thought and the same effort and the same financial support as we give other efforts; if we put it last and give it short promotional shrift, nothing will ever come of it . . . If you can project to advertisers and the media that serve them not only an awareness of the problem, but an active personal interest in its solution, then will come to your program for a better America the great variety of creative approach that has made our advertising and our advertising media the great sociological and economic force they have become."

■ A hearty endorsement of the convention platform came from Sigurd Anderson, commissioner, Federal Trade Commission, who explained the functioning of the FTC and commended the AFA for cooperating in the development of guides showing what cannot be done in the advertising of certain products. Guides now exist on cigaret advertising, tire advertising, and on deceptive pricing in ads.

■ At the annual banquet, Gov. Cecil H. Underwood of West Virginia commended the conference for its efforts to promote better citizenship and emphasized that "the continued existence of these objectives is vital to those of us in government."

He emphasized that advertising can do a great deal to promote better citizenship, but warned that "integrity and good citizenship cannot be packaged—they cannot be watered down to make them more saleable. They must be accepted for what they are."

■ At the luncheon session, Robert M. Feemster, AFA chairman and chairman of the executive committee of *Wall Street Journal*, reviewed AFA activities during the past two years, with particular reference to Washington.

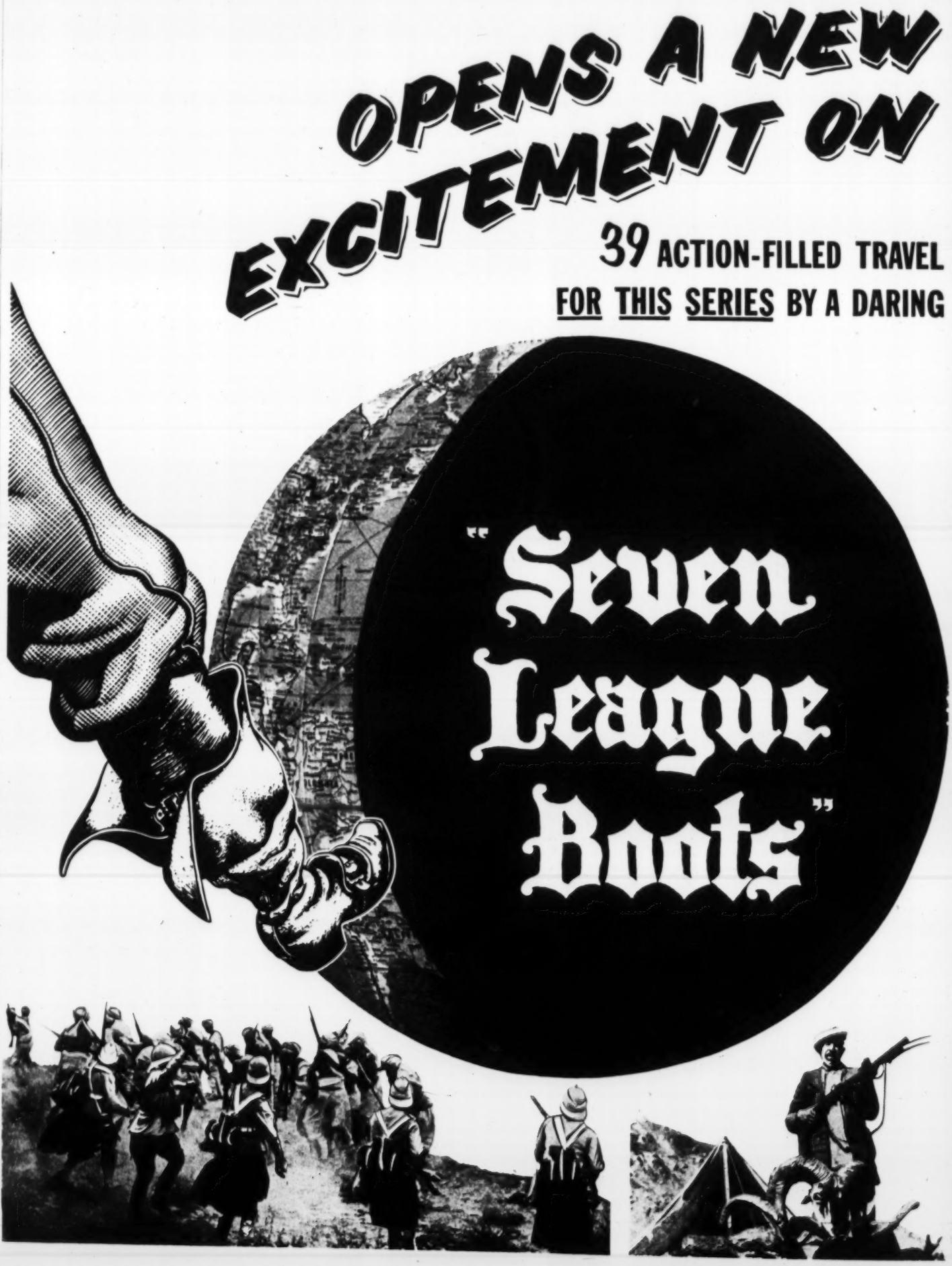
"It's just about time," he said, "when maybe we should look into what's behind all the attacks on advertising in Washington. It is beginning to look as though there are many more than advertising deserves, and there may be a pattern worth exploring."

At the annual election, William W. Kight, Kight Advertising, Columbus, was elected governor of the district, succeeding H. Needham Smith, WTRF-TV, Wheeling, who becomes board chairman. Other officers elected were:

First lt. governor—Paul Streb, Seiple Lithograph Co., Canton; 2nd lt. governor—J. Gordon Bruun, J. H. Maish Co., Marion, O.; 3rd lt. governor—Fred Dettmar, Dayton Power & Light Co., Dayton; 4th lt. governor—O. B. Stauffer, American Steel & Wire Co., Cleveland; treasurer—Wilbur Janszen, Amity Advertising, Cincinnati; secretary—Mrs. Gale Dodrill, Columbus, O., Chamber of Commerce.

■ The district's 1960 meeting will be held in Columbus, May 12-14.

Named advertising man of the year by the district and awarded a plaque was W. Arthur Cullman, associate professor of business administration, Ohio State University, formerly exec vp of Benson



& Hedges. Some 16 awards for advertising copy in various categories were also made. #

Gray, Kilgore Boosts Heap

Thomas D. Heap has been promoted to director of media and research of Gray & Kilgore, Detroit. He has been an account executive at the agency since 1954.

Two Join ABC Radio

WTUP, Tupelo, and WBIP, Booneville, Miss., former independents, will affiliate with ABC Radio, effective May 18.

Botkin Goes to Ellington

Glenn Botkin, previously a tv producer at Compton Advertising, has been named a tv producer at Ellington & Co., New York.

Toby Jacobson Moves

Toby Jacobson, formerly with Sudler & Hennessey, has joined Burdick & Becker, New York, as a copywriter.

Greene to Film Syndicator

Joseph F. Greene, formerly assistant to the vp of sales at ABC Films, has been named to the new post of eastern sales manager at Roy Rogers Syndication, New York, tv film distributor.

Houston Agency Adds 3

Goodwin-Dannenbaum, Houston, has added three local accounts: Blackwell Plastic Molding Co., Mayer Office Furniture Co. and Norwood Homes.

Budd Co. Names Boas VP

Herbert A. Boas Jr., marketing director and member of the policy committee of Budd Co., Philadelphia automotive and aircraft parts manufacturer, has been elected vp. He retains his present duties.

Weiss Joins Forjoe & Co.

Lane E. Weiss, formerly in the national sales department of *TV Guide*, has joined Forjoe & Co., San Francisco radio-tv representative.

Baltimore BBB Reports Complaint Volume Rose in '58

BALTIMORE, May 12—The major advertising abuses in Baltimore in 1958 were the use of false and fictitious comparative prices and "bait" and "switch" advertising, according to the annual report of the Better Business Bureau of Baltimore.

During 1958 the bureau received 6,945 complaints regarding false or misleading advertising, as compared to 6,262 for the previous year. The leading category for complaints and follow-up BBB investigation was home improvement. Other fields leading the list, in order of the complaints received: radio, tv, music sales and service; furniture and floor coverings; home appliances; dry cleaners and laundries; apparel; used cars; photography and storm windows.

Categories receiving few complaints or none included banks, securities and investments, advertising media, transportation and vending machines. The bureau handled a total of 50,975 requests for service from both business and the public in 1958—an increase of 6% over the previous year. Of these, 86% were in the form of inquiries and 14% were complaints. #

Mortgage Bankers Name Foley

Mortgage Bankers Assn. of Philadelphia has appointed Richard A. Foley Advertising Agency, Philadelphia, to handle its advertising and pr.

Glidorama Names Rossi & Co.

Rossi & Co., Detroit, has been named advertising and public relations agency for Glidorama division of Whizzer Industries, Pontiac, Mich.

Whitehorn Joins 'McCall's'

Faran Whitehorn, formerly headquarters sales executive with Coats & Clark's Sales Corp., New York, has joined the sales staff of *McCall's'* San Francisco office.

King to Marschalk & Pratt

Ruth King, formerly with McCann-Erickson, has joined Marschalk & Pratt, a division of McCann, as an administrative assistant.

WORLD OF TELEVISION!

ADVENTURES EXCLUSIVELY FILMED
GLOBE-GIRDLING CAMERA CARAVAN!

Producer and Host
JACK DOUGLAS

...who pioneered in travel-adventure shows with such Emmy winning syndicated series as "I Search for Adventure", "The Golden Voyage"...and the NAFBRAT award winning network series, "Bold Journey", sponsored by Ralston-Purina.

An entirely new concept in adventure...a world that would take more than a lifetime to see! Never-before-photographed rituals, untouched beauty, breath-taking exploits and feats! "Sin, Smoke and Singapore", "Dead Sea Scrolls", "The Happy Kingdom of Hunza", "Strong Men of Persia" are just a few of the fascinating titles.

"Seven League Boots" is a family-appeal series unlike any ever produced for television. See it... you'll buy it!

AVAILABLE NOW...CALL

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
NEW YORK · DETROIT · CHICAGO · HOUSTON · HOLLYWOOD · ATLANTA · TORONTO

JUST LIKE NERO AND HIS FIDDLE . . .

people REACT to the voice and vision of NBC in South Bend - Elkhart

call Petry today!

WNDU-TV CHANNEL 16
BERNIE BARTH & TOM HAMILTON

Owens-Corning Names Five

A re-alignment of the Fiberglas marketing organization of Owens-Corning Fiberglas Corp., Toledo, O., has been effected and the following new appointments have been made: E. J. Detgen, former general manager, general products division, to vp, home building products; T. V. Fowler, central regional sales manager, electrical insulation sales, to vp, sales to manufacturers; W. M. Keller, general manager, Fiberglas reinforced plastics, to vp of that division; J. A. McKay, eastern regional sales manager of Fiberglas plastics, to vp, industrial and commercial construction materials; S. J. Weinberg Jr., manager, decorative fabrics sales, to vp, Fiberglas textile fabrics.

AD SCHEDULES OF COMPETITORS
- '59 Blue Book spans 4 yrs. through 1958 . . . 10,000 firms. $35
- Red Book 20 . . . 1958 only. Another 25,000 firms. $35

Write: V. H. VanDiver, Sr., BRAD-VERN'S REPORTS, Woolford, Md.
Phones: Cambridge 171 and 2980

Albuquerque Agency Opens

A new agency, Willmarth, McCaffrey & Co., has been established in the Insurance Bldg., 610 Gold Ave., S.W., Albuquerque. Principals are Philip R. Willmarth, president; Fred F. McCaffrey, vp, and Jack E. Soller, art director. All three men formerly were associated with Ward Hicks Advertising.

Burtt to Enyart & Rose

George Burtt, who has headed his own agency in Los Angeles since 1952, has joined Enyart & Rose Advertising, Los Angeles, as a vp. He will bring his accounts with him. Mr. Burtt will have supervisory duties in copy and planning.

Are You Confused About Little Cigars?
An Open Letter from Harry I Tabakin
to answer your questions
Q. WHAT IS A LITTLE CIGAR?
Q. WHAT DOES THIS MEAN TO THE DISTRIBUTOR?
Q. HOW CAN I TELL WHICH ARE TRUE CIGARS?
Q. WHY ARE LITTLE CIGARS ONLY $5.00 A PACK?
Q. HOW ARE LITTLE CIGARS MADE?
Q. WHAT IS BANTAM'S STANDING NOW?
Bantam

LITTLE CIGARS—*Harry L. Tabakin, president of Bantam Cigar Corp., took this ad in Tobacco Leaf to explain to the tobacco trade what little cigars are and to suggest some territories are open. Bauer & Tripp, Philadelphia, is the agency.*

Commerce Secretary Can Ban Patent Ads, Federal Judge Rules

WASHINGTON, May 12—A federal district court judge here has turned back the first major effort of advertisers to upset a Commerce Department regulation which prohibits advertising by agents who practice at the Patent Office.

Originally signed by former Commerce Secretary Sinclair Weeks last fall, the order becomes effective July 1 unless courts intervene.

Rejecting a test case brought by Merlin M. Evans, the largest of a half dozen patent law offices which use advertising to solicit clients, federal Judge John J. Sirica said the Secretary of Commerce has ample power to issue an anti-advertising rule if he wishes and to apply it to non-lawyers as well as lawyers.

■ The judge granted a temporary injunction which permits the Evans company to continue to advertise pending final action on the case by appeals courts. But, on demand of the Department of Justice, he refused to let the injunction apply to other companies which have not been parties to the test case.

The ban on advertising by patent agents had been sought by members of bar associations. But it is opposed by several non-lawyers who are qualified to handle patent applications.

In its test case the Evans company contended the Patent Office allowed agents to advertise for 150 years and that several times in the past the proposal for an advertising ban was rejected by officials who decided it went beyond their rule-making power. #

Y&R Moves in Hollywood

After 23 years in the same location, Young & Rubicam will move its Hollywood office to the First Federal Bldg. Aug. 1. The agency will take over the entire 11th floor of the building, increasing its floor space by more than 1,000 sq. ft. to accommodate expanded operations in the radio and television department.

Kennedy-Hannaford Adds Two

Kennedy-Hannaford, Oakland, Cal., has been named to handle advertising for the Lake Royal, a new 55-unit 14-story cooperative apartment building in Oakland. The agency also has been named to handle advertising for Affiliated Sanitariums, a group of Oakland and Berkeley convalescent nursing hospitals.

The LPE thinks American...
• The L.P.E. (stands for The London Press Exchange) has proved to several large American businesses – Wrigley's, Johnson & Johnson (Gt. Britain) Ltd., Miles Laboratories Ltd. among others – that it is as much at home with the American way of thinking as it is with the British way of life.
• The L.P.E. is one of the two largest advertising concerns outside the United States.
• Over 30 years ago the L.P.E. started to give its clients agency-service on the full American scale.
• But the L.P.E. has developed to a pattern that is unique in advertising and well-proven by experience – the pattern of a Headquarters with subsidiary specialist companies.
• If you sometimes wonder whether there might not be advantages in having a native British agency handling your advertising in Europe, come and see us or send your London representative to look us over. If you can't do either, ask us to mail you some printed information about ourselves.
...but speaks native English
L P E
THE LONDON PRESS EXCHANGE LIMITED
(HEADQUARTERS OF THE LPE ORGANIZATION)
110 ST. MARTIN'S LANE, LONDON WC2
ENGLAND

CHEERS!...for the solid neighbor relations

in THE MAGNIFICENT MARKET OF

Suburbia Today

The magazine of Pleasant Places T.M.

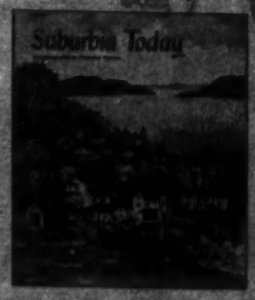
Where in all the world are there so many occasions to enjoy a neighborly drink as in America's leading suburbs! Across neatly trimmed hedges, on shaded patios, at impromptu cocktail hours, friends and neighbors gather to share the conviviality of suburban living. That's the way it is in The Magnificent Market of SUBURBIA TODAY, the smart colorgravure magazine of selected suburban newspapers.

What are their favorite beverages . . . their favorite brands? You can bet they are the ones best known for their quality. The outstanding suburban communities covered in depth by SUBURBIA TODAY are selected for their high concentration of home-owning, high-income, multi-car families who enjoy suburban living to its fullest. They enjoy the sociability of informal entertaining at home. They live in the suburbs, entertain in the suburbs, and shop in the suburbs. Their discerning tastes are matched by their ability to buy for greater needs.

In America's fastest-growing market—the suburban communities of leading metropolitan centers—SUBURBIA TODAY delivers depth coverage of 450 top-flight suburbs through its 179* distributing suburban newspapers.

Your brands can become a label of quality for 1,218,441 families when your product story is in SUBURBIA TODAY. It offers an immediate opportunity to concentrate your brand story on today's best market for quality wines, beers and liquors. Because the amount of beverage advertising in SUBURBIA TODAY is necessarily restricted, advertisers have a ready-made opportunity to capture this booming market.

Your SUBURBIA TODAY representative has full information on how SUBURBIA TODAY's hand-picked markets can profitably be added to your national coverage picture. *Call him soon.*



...art monthly colorgravure ...agazine of 179 ...lected suburban newspapers

*SUBURBIA TODAY accepts liquor advertising in 158 of its 179 markets.

Suburbia Today

Leonard S. Davidow, Publisher • Patrick E. O'Rourke, Advertising Director

153 North Michigan Avenue, Chicago 1, ANdover 3-1270

James L. Thompson, Advertising Manager

NEW YORK 22: 405 Park Avenue, Plaza 5-7900

DETROIT 2: 3-223 General Motors Bldg., TEmple 1-5262

CLEVELAND 15: 604 Hanna Bldg., PRospect 1-4677

LOS ANGELES 5: Blanchard-Nichols Assoc., 633 S. Westmoreland Ave., DUnkirk 8-6134

SAN FRANCISCO 7: Blanchard-Nichols Assoc., 900 Third Street, YUkon 6-6341

Suburbia Today

T.M.

Compromise Patches IAA Rift; New By-Laws Get Okay of Europeans

(Continued from Page 1)
board of directors in New York for final approval.

In effect, the Tutching mission to Europe has been a success. He came to present the case for IAA leadership and to keep Europeans from bolting. He made his point, and the Europeans—who account for about one quarter of the 1,200 members—are not seceding. On the other hand, the Europeans feel they have also succeeded by making clear to New York their determination to play a greater role in the organization. At any rate there is peace here for the moment.

Two weeks ago, Vince Tutching and Rudolf Farner were trading blows across the Atlantic. Yesterday, they were joking together and paying one another lavish compliments. Mr. Farner paid tribute to the IAA president for his conciliatory attitude, while Mr. Tutching praised Mr. Farner and his European committee for "great work" they have done.

■ Goran Tamm, head of the Swedish agency, Svenska Telegrambyran, expressed the feelings of many members here by saying it is time to "let bygones be bygones." The joint statement prepared by Mr. Tutching and the European committee called their consensus "a significant step forward toward unification of the IAA organization not only in Europe but in the entire world."

The main features of this agreement are as follows:

1. The European committee accepts the revised constitution and by-laws, which came into effect April 29 (in voting on these new by-laws, 100 European members cast nay ballots).

2. The European committee will "not proceed with the formation of a European advertising association as at one time had been contemplated."

3. A Europewide committee of IAA will continue to function. It will be composed of one leader from each country, this leader to be selected in an election. The European committee will then select three of its members to sit on the IAA board.

■ It was a major victory for Mr. Tutching to gain European acceptance of the new constitution and by-laws, and it was a major victory for the Europeans to gain Mr. Tutching's acceptance of the continuation of a Europewide committee under the new by-laws. There had been a provision for three regional vps for Europe, but there had been no provision for a Europewide committee.

Differences, of course, remain. The joint statement noted that under the new by-laws, local chapters will be entitled to 25% of the dues of their members, but it added that the European committee feels this "does not suffice to meet the expenses involved in planned activities, and that ways and means must be found to increase this remittance."

The big question remaining here is: Where does IAA go now?

■ There was widespread feeling here, particularly among British delegates, that the trouble with IAA has not been with its form, but with its content. Many of these members feel the organization has been too often used by individuals who were interested mainly in grinding their own axes. The opinion was expressed that the IAA will not make any significant progress until it becomes more of a professional service organization.

This view was presented openly at last night's meeting by Jack Robson, of Shell Petroleum, London. Mr. Robson, who said he had reflected carefully about what he was going to say, was not challenged by anyone when he asserted that it was fairly well known that "the stock of IAA is not particularly high in international advertising matters."

■ Mr. Robson added that when it comes to international advertising its strength depends "more on national advertising bodies than on the IAA."

This disgruntlement was a somber way to open a conference, but many here felt that with these problems out in the open—and with the Europe-vs.-U.S. hatchet buried—it will now be possible for the IAA to move ahead strongly. #

Pam Dry Fry Slates 1st National Campaign in June

Pam Industries, Chicago, which earlier this year launched Pam Dry Fry, a cooking agent that fries without fat (AA, Feb. 2, April 6), will begin a national ad campaign in June. First ad will be a two-thirds page in the June *Good Housekeeping*. Also on the schedule are a page in the June 15 *Life* and a page in the July *Reader's Digest*. The product has been promoted regionally since February.

Pam Dry Fry, on the market less than six months, has now almost completed national distribution. Arthur Meyerhoff Associates is the agency.

Honig-Cooper Adds McLendon

Honig-Cooper, Harrington & Miner, San Francisco, has been appointed to direct advertising for McLendon Corp., Dallas, a six-station am radio group. Stations include KABL, San Francisco; KLIF, Dallas; KILT, Houston; KTSA, San Antonio; KEEL, Shreveport, and WAKY, Louisville. The current promotion for KABL, "good music" station for the San Francisco Bay Area, will include large space ads in newspapers, trade and national magazines, outdoor bulletins and direct mail.

PETER K. WARREN, *formerly vp in charge of the South American division, has been named vp in charge of marketing of Pepsi-Cola International.*

Murphy Elected President

Howard H. Murphy, assistant secretary of Associated Publishers Inc., New York, has been elected president-treasurer of the newspaper representative.

Hearst Boosts Kaye

Hearst Advertising Service has appointed Samuel Kaye from its Florida staff to Florida manager of travel and resorts department, a new post.

Tampax Elects Two VPs

Alan Bolte, director of advertising, and Peter J. McGivney, controller, have been elected vps of Tampax Inc.

Thanks to unbalanced media buys . . .

Your competition neglected

Here is a double market. Farmers buy light trucks and pickups for agricultural uses . . . and they buy autos out of their personal income. Double buying swells this market to 1½ billion dollars. . .

Top 50 Dailies, R.O.P. Color, 1st Quarter '59

Source: Media Records

		Morning	Evening	Sunday	Total
1.	Milwaukee Journal	——	393,149	147,424	540,573
2.	Miami Herald	371,476	——	155,700	527,176
3.	Chicago Tribune	369,391	——	90,347	459,738
4.	Salt Lake City Tribune	320,169	——	62,804	382,973
5.	Los Angeles Times	231,693	——	100,771	332,464
6.	Fort Worth Star-Telegram	——	228,611	90,201	318,812
7.	Salt Lake City Deseret News Telegram	——	311,828	——	311,828
8.	Houston Chronicle	——	231,666	79,983	311,649
9.	Dallas News	237,486	——	65,841	303,327
10.	Atlanta Journal & Constitution	——	239,102	64,042	303,144
11.	Dallas Times-Herald	——	225,558	76,618	302,176
12.	New Orleans Times-Picayune	262,298	——	39,490	301,788
13.	Denver Post	——	268,488	28,852	297,340
14.	Seattle Times	——	253,001	35,606	288,607
15.	St. Paul Pioneer Press & Disp.	——	212,042	75,324	287,366
16.	San Diego Tribune	——	285,796	——	285,796
17.	San Diego Union	175,870	——	108,134	284,004
18.	Des Moines Register & Tribune	——	194,264	84,552	278,816
19.	Nashville Tennessean	143,024	——	127,266	270,290
20.	Miami News	——	202,706	65,875	268,581
21.	St. Louis Post-Dispatch	——	194,617	73,268	267,885
22.	Minneapolis Star & Tribune	——	189,057	75,301	264,358
23.	Cincinnati Enquirer	176,561	——	81,235	257,796
24.	Washington Post & Times Herald	188,474	——	66,267	254,741
25.	Omaha World Herald	——	176,696	77,326	254,022
26.	Long Beach Ind. Press Tel.	——	228,499	18,221	246,720
27.	Houston Post	182,223	——	63,540	245,763
28.	St. Petersburg Times	201,260	——	42,873	244,133
29.	Birmingham News	——	154,914	85,353	240,267
30.	Atlanta Constitution	237,268	——	——	237,268
31.	Chicago Daily News	——	237,203	——	237,203
32.	Toledo Blade	——	194,683	41,629	236,312
33.	Columbus Dispatch	——	196,608	37,667	234,275
34.	Long Beach Independent	225,960	——	——	225,960
35.	Toronto Telegram	——	215,301	——	215,301
36.	Sacramento Bee	——	185,408	28,700	214,108
37.	Cincinnati Post & Times-Star	——	212,735	——	212,735
38.	Montreal Gazette	212,591	——	——	212,591
39.	Riverside Press-Enterprise	175,523	——	34,062	209,585
40.	Toronto Star	——	209,259	——	209,259
41.	Tampa Tribune	168,732	——	39,300	208,032
42.	Cleveland Press	——	200,592	——	200,592
43.	Philadelphia Bulletin	——	161,676	35,870	197,546
44.	Milwaukee Sentinel	164,002	——	32,628	196,630
45.	Kansas City Star	——	130,887	61,696	192,583
46.	Phoenix Republic	127,003	——	55,031	182,034
47.	Shreveport Times	134,303	——	47,617	181,920
48.	Los Angeles Mirror Daily News	——	176,342	——	176,342
49.	Portland Oregonian	132,377	——	37,219	169,596
50.	Tacoma News Tribune	——	140,661	24,589	165,250
	Total Lines (1959)	4,437,684	6,251,349	2,558,222	13,247,255
	Total Lines (1958)	3,836,326	5,501,620	2,591,727	11,929,673

this 1½ BILLION dollar auto and truck market

Farm families are both a personal market . . . and an industrial market

Your competitor forgot. He neglected to balance his advertising media buys over the farm auto and truck market potential. That's the reason State and Local Farm Papers can offer you a relatively free hand in this 1½ billion dollar annual market.

Your competition is presently trying to persuade farmers to buy primarily through slop-over, urban advertising. This oversight is your opportunity to be heard—and listened to—with unusual attention.

Here's why State and Local Farm Papers are best to balance coverage. They're flexible, and can be distribution-matched. Buy them individually, in units, or as a group. They're personal, because they're written with the color and warmth possible only with limited-area circulation. Readership runs as high as 94% on editorial matter . . . almost as high on ads. And they are the media farmers prefer over other rural publications.

Help yourself to this 1½ billion dollar auto and truck market with State and Local Farm Papers. They're the flexible, personal, and preferred sales medium influencing your farm customers.

For further information, write State and Local Farm Papers, Rm. 1600, 28 E. Jackson Blvd., Chicago

FIRST WITH FARM FAMILIES — BLANKETS FARMLAND U.S.A.

STATE and LOCAL FARM PAPERS

The (F)armer · Rancher and Farmer · Indiana Farmer · Missouri Ruralist · California Farmer · The Southern Planter · Idaho Farmer · Prairie Farmer · Pennsylvania Farmer · Nebraska Farmer · Wallaces Farmer · Georgia Farmer · Kentucky Farmer · Mississippi Farmer · Oregon Farmer · Washington Farmer · American Agriculturist · Kansas Farmer · Wisconsin Agriculturist · Michigan Farmer · Arizona Farmer-Ranchman · Farmer-Stockman · Arkansas Farmer · The Ohio Farmer · The Farmer-Stockman · Florida Grower and Rancher · The Utah Farmer · Tennessee Farmer · New England Homestead · The Dakota Farmer

Auto Production Hits April Upturn: Small Cars Bruited

DETROIT, May 12—A long-awaited upturn in auto sales finally seems to have come, and Ward's Automotive Reports raised its estimates of 1959 passenger car production to between 5,950,000 and 6,200,000—several hundred thousand units above most predictions made at the beginning of the year.

Automotive News said auto production hit a new weekly high for the week ended May 9, with an estimated 135,976 units off the assembly lines. This is a 15.7% increase from the previous week.

Ford and Chevrolet both stepped up production considerably as they continued their close race for the sales lead. Foreign cars also shared the boom, with the French Simca reporting retail sales of 13,296 units for the first four months—more than triple the sales figures for the same period a year ago.

■ If more encouragement is needed to convince the Big Three auto makers that they ought to bring out a small car, it came from Harold E. Churchill, president of Studebaker-Packard, last week. He told S-P dealers here that the smaller-size Lark has sold more cars on the domestic market in the first five and one-half months since its introduction than S-P did during the entire previous year.

Industry figures show 503,900 total auto sales for April, the first over-500,000 month since June, 1957. Significantly, Studebaker-Packard and American Motors (Rambler) took more than 10% of the market for the first time this year.

■ Unofficial, but widely accepted, reports circulated on the names for the new small cars expected out of Detroit this fall: Falcon for Ford, Valient for Chrysler and Corvair for General Motors (out of Chevrolet division). #

Lane Adds Historical Books

California Historical Society has appointed Lane Publishing Co., Menlo Park, publisher of *Sunset Magazine*, exclusive distributor of books published by the Society. Sales of the book division of Lane Publishing currently are up 65% over last year, Lane reports. The Society now has five titles in print and on June 20 will publish "Los Angeles from the Days of the Pueblo," by W. W. Robinson.

Flower Grower,

The Home Garden Magazine, is bought, read, and loved by 400,000 families in suburbs and small towns. They buy from its pages for their lawns, their vegetable gardens, their home landscaping. They love their homes and they spend money on them.

Flower Grower,

The Home Garden Magazine.

John R. Whiting, *Publisher*

Robert G. Miner, *Advertising Director*

2049 Grand Central Terminal
New York 17, New York

Along the Media Path

The old time amusement park peek-and-see movie coin machines inspire **Sports Illustrated's** latest promotion mailing, "Seen in a Ladies' Locker-Room." By flipping the pages from right to left, the viewer is treated to a comely young lady switching from street clothes to golf clothes (behind a screen, of course). By flipping the pages from left to right the viewer can read letters from some of the "more than 500,000 women" who read the magazine every week.

• **WXYZ,** Detroit, will dedicate its $4,000,000 television-radio Broadcast House facility in suburban Southfield June 4.

• At a luncheon, the German American Chamber of Commerce honored **Esquire** for a May editorial feature, "Men Who Made the New Germany."

• **Better Homes & Gardens** has put on sale the 12th in its series of home service books, "House Plants," for the indoor gardener.

• **Electronics** is awarding plaques this year to manufacturers within the industry who furnish editorial material of outstanding usefulness to its annual "Buyers' Guide," which comes out in mid-June.

• The Cooperative Food Distributors of America has cited **This Week Magazine** for a special slide film shown at the group's annual convention in April. The film, called "Date With Destiny," covered the major areas of an average wholesaler's interests, including advertising and promotion. This is the first award to an "outsider" the group has given.

• **Industrial Equipment News** celebrates its 26th year in its May issue with special editorial features.

• **KDAL,** Duluth radio station, has come up with a new twist on broadcast editorials: 60-second messages every hour, which it calls "Radio Minitorials."

• Ward J. Jenssen Inc., marketing research company, has been named by **Petersen Publishing Co.** to act as consultant for its newly-established 'Teen National Consumer Board (AA, March 9).

• **Reader's Digest** has published a small booklet containing extracts of James Playsted Wood's recently published book on the magazine, "Of Lasting Interest," to be used as a mail promotion to advertisers and agencies.

• **Industrial Machinery News,** now in its sixth year, has just occupied a new headquarters building at 16239 Meyers Rd., Detroit.

• The **Boston Sunday Herald** on Sunday, April 19, published a special 14-page section tying in with "Salute to Canada" Trade Fair Week in its 11th annual Canadian trade and finance section.

• As the result of a reader study, **Argosy** has added a major new editorial feature: Travel. Charles Bienbeck is the travel advertising manager, and Temple Fielding, author of "Fielding's Travel Guide to Europe," has been named a consultant. The survey, one of *Argosy's* continuing reader studies, contained several sub-questions on travel which showed 1,168,860 *Argosy* readers vacationed outside the continental U.S. in the last five years.

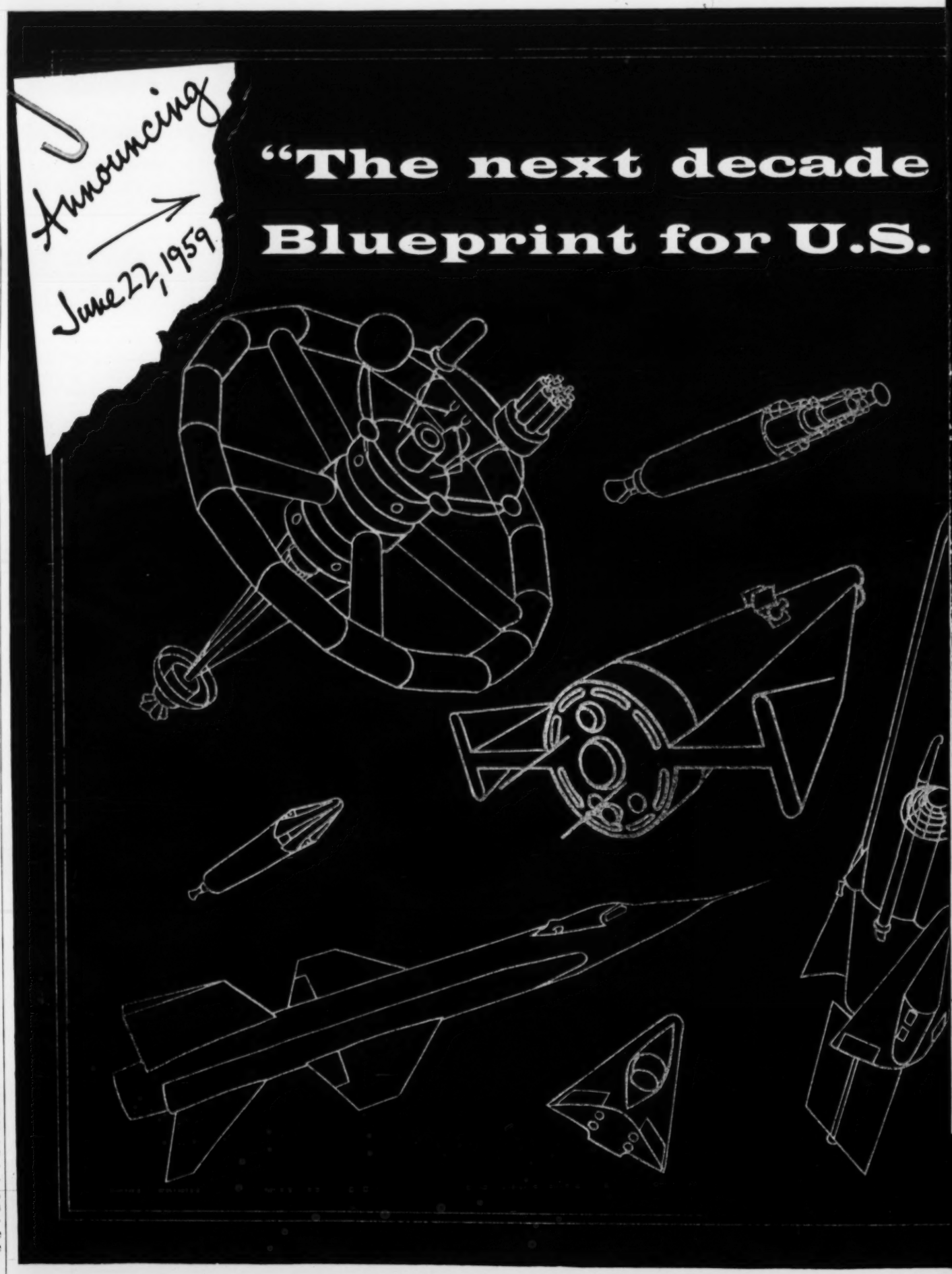
• The **St. Petersburg Times** is publishing two special editions this year marking 75 years of service to the community. The first special edition—a plant dedication edition introducing its new 34th St. color printing plant—was published April 21. The second—a series of five monthly issues beginning in July—will tell the story of the Suncoast and the *Times*.

• A color film focusing attention on **TV Guide's** sales success in food and drug outlets is now being shown to advertisers and agency representatives throughout the country.

• **WNTA,** New York, am and fm, marked its first birthday on May 7. It celebrated the event by giving away 75 sets of free tickets to first-run movie houses in New York and New Jersey. Winners were chosen at random from the metropolitan phone books and notified by phone.

• The June issue of **Everywoman's Family Circle** will kick off a three-month promotion featuring an "Easy-on-the-Cook" book. In addition to full-color spreads, there will be a 16-page insert in the June, July and August issues. The booklets feature menus, recipes and cooking and serving tips. "Mealtime in Jig Time" is the June insert. This will be followed by the "Whoop-De-Do Barbecues" insert in July and the "Summer Sociables" insert in August.

• **Haire Publishing Co.** is now including a 16-page special editorial insert, "Profit Parade," a depart-



ment for management, in its 11 business publications.

• **Holiday** has launched a special touring musical show, "*Holiday* in Fashion," being staged for advertising and agency executives by leading department and specialty stores in each area in cooperation with *Holiday* advertisers. It is complete with singers, dancers, emcee, orchestra and stage set.

• **Department of New Laurels:**

During the first five months of 1959, **Automatic Control** has gained 47 pages of advertising over the similar period last year.

First quarter figures for **Fawcett Publications** show a general increase over 1958. *True* chalked up a 16.1% linage gain over the same period in 1958. *Mechanix Illustrated* bettered its January-March linage in 1959 over 1958 by 6.8%. *Woman's Day* recorded an increase of 19.4% for the first quarter '59 over '58.

With an average total circulation in excess of 5,500,000, **McCall's** for the first quarter, 1959, sets an alltime circulation record for any quarter in its history.

WABC-TV, New York, has just concluded the most profitable first quarter in its history.

For the first six months of 1959, **Automotive World,** in English and Spanish editions, carried 10% more advertising pages than the comparable 1958 period.

EL MUNDO—*This model of the* $15,000,000 *Puerto Rican communications center to be located seven miles from San Juan, designed for El Mundo, was exhibited to members of the International Advertising Assn. convention (AA, May 4).*

Popular Science's circulation for the three months ending March 31 has averaged 1,505,758, the highest circulation figures for any three-month period in its history.

Electronic industry advertisers spent two-and-a-half times as much money in **Electronic News** during the first quarter of 1959 as compared to last year. The publication carried 352,000 agate lines of advertising in the first three months of this year.

During the first quarter of 1959, **Living for Young Homemakers** has shown a total net paid circulation of 702,564, an alltime circulation high for the magazine during the first quarter.

Cosmopolitan had a 25% increase in advertising revenue for the first six months of 1959 over the corresponding period of 1958.

During the first six months of 1959, **Sports Afield** had a 12.2% linage gain and a 26.9% revenue gain over the first six months of 1958.

Advertising scheduled in **Petersen Publishing Co.'s** automotive group No. 1, *Hot Rod, Motor Trend* and *Motor Life,* for the first six months of 1959 set an alltime high. Dollar volume for the three publications is up 30% over the similar period last year.

Good Housekeeping ends the first six months of this year with the highest revenue in its history. Total volume for the first six months exceeded $11,000,000. This is $368,000 over 1958, or 3.46%. #

Foster to Close & Patenaude

Arthur L. Foster has been appointed director of Close & Patenaude's new branch office in Dayton, O. Before joining the Philadelphia sales promotion company, Mr. Foster was advertising and sales promotion manager of Stromberg-Carlson Co., Rochester, N. Y.

in space... space exploration"

AVIATION WEEK's 1959 R&D issue will be titled, "The New Decade In Space —Blueprint for U. S. Space Exploration." This special report, the first of its kind to be presented, will plot the nation's space exploration for the next 10 years. A feature of the issue will be a 40-page illustrated editorial section published in insert form to meet the requirements of scientific, military and industry planners.

AVIATION WEEK Including Space Technology has pioneered in this kind of technological reporting and has established world wide recognition in covering the advanced areas of aeronautical and space development.

This year, the special report will appear as part of the June 22nd issue and will include:

1. Current and projected financing of special research, development and operational programs.
2. Technical details of the vehicles with which they will be carried out.
3. The scientific goal at which these programs are aimed.
4. The administrative and contracting methods for executing them.
5. The progress of the U. S. space effort up to the date of publication.

We urge you to take advantage of this significant opportunity by advertising to AVIATION WEEK's audience of 73,750 engineering-management men in this vital and timely issue.

ABC NET PAID, DECEMBER 31, 1958—71,950

Aviation Week

Including **Space Technology**

A McGRAW-HILL PUBLICATION

330 WEST 42ND STREET, NEW YORK 36, NEW YORK

MR. MANUFACTURER:

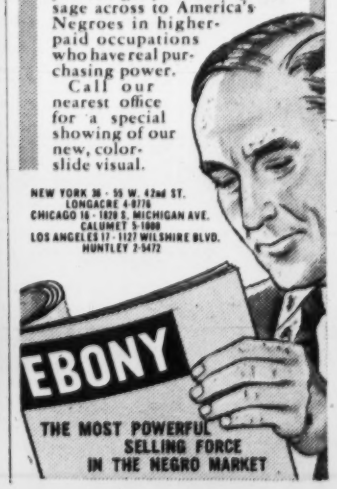
Is your competition selling to the Negro?

They probably are . . . whether you know it or not. America's 17 million Negroes with money to spend on top quality products are now an important segment of the market for any product. The Negro population is located in the "central city" areas of your major markets.

Interesting, exciting, picture-packed EBONY magazine completely dominates the Negro market. With this one powerful advertising medium, you can get your selling message across to America's Negroes in higher-paid occupations who have real purchasing power.

Call our nearest office for a special showing of our new, color-slide visual.

NEW YORK 36 - 55 W. 42nd ST. LONGACRE 4-8776
CHICAGO 16 - 1820 S. MICHIGAN AVE. CALUMET 5-1000
LOS ANGELES 17 - 1127 WILSHIRE BLVD. HUNTLEY 2-5472



WORRIED?

You won't be when you

USE THE SERVICES OF

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Plastic Plates • R.O.P. Mats

160 East Illinois Street, Chicago 11 • DElaware 7-1541

E. L. Apperson, 89, Pioneer Maker of Jackrabbit Car, Dies

PHOENIX, May 14—Edgar Landon Apperson, 89, a pioneer in the automobile industry, co-designer with his brother, the late Elmer Apperson, of the famous Apperson car, which was marketed until the mid-1920s, died yesterday. He had lived here since he retired in 1933.

According to automobile authorities, the Apperson has been called incorrectly "the first American car," despite the fact that one model, the Apperson Jackrabbit, is so labeled in the Smithsonian Institution. Autos had been built and run successfully, it is pointed out, by Charles Duryea and Henry Ford before the first Apperson was demonstrated.

However, Mr. Apperson and his brother were responsible for many basic improvements in the development of the auto. For almost one-third of a century their car was one of the leaders in the automotive field, and at one time it was widely advertised in newspapers and magazines. It was also a consistent winner in many of the early road races.

■ The Appersons went into business in 1889 in Kokomo, Ind., near the farm where they were born. Originally, they operated the Riverside Machine Works, building and repairing bicyles and farm machinery.

In 1893 the late Elwood Haynes brought them his plans for a motor-driven vehicle and asked them to build it. It was completed a year later, and Mr. Apperson drove it on its first road test July 4, 1894.

The following year a larger car was exhibited in Chicago and won first prize for the best designed internal combustion automobile engine.

Haynes-Apperson Co. was formed in 1898, and the Riverside Machine Works was converted into an automobile factory. About 1901 the brothers had a falling out with Mr. Haynes and went into business for themselves. Elmer Apperson died in 1920, and E. L. Apperson sold the company to a syndicate in 1924. The syndicate subsequently went bankrupt.

In 1946, E. L. Apperson was installed as one of the initial members of the auto industry's hall of fame, in Detroit.

Clair Maxwell, 67, Onetime President of Old 'Life,' Dies

ST. AUGUSTINE, FLA., May 12—Clair Maxwell, 67, former president of the old Life Magazine Inc., the name of whose humor magazine was acquired by Time Inc. in 1936, died here yesterday.

Mr. Maxwell, a native of North Dakota, reportedly began his career as an advertising salesman on Chicago newspapers. During World War I he served in the Army Air Corps. Following the war he worked as an advertising salesman for Conde Nast and Butterick Publishing Co. and became widely known in the early '20s as a golfer.

In 1932 he bought the old humor magazine *Life* from Charles Dana Gibson, well known artist and illustrator, reportedly for about $25,000. In 1936 he sold the magazine to Time Inc. for $92,000, and became associate advertising director of the new *Life*. He continued in that position until 1945, when he became a Hiram Walker distributor in northern Florida and southern Georgia.

■ Mr. Maxwell was one of four Maxwell brothers who attained prominence in the advertising field. A fifth brother, Frank, was a Milwaukee insurance executive until his death about six months ago.

The four Maxwells in the ad business were Clair, Lee, Lloyd and Ray. Lloyd Maxwell, the sole surviving brother, is exec vp of Roche, Rickerd & Cleary, Chicago.

Lee Maxwell was board chairman of Crowell Publishing Co., New York (now Crowell-Collier Publishing Co.), until he resigned in May, 1937. He continued with the company as a director and member of its finance and executive committees, however, for some years afterward. He died in 1947.

Ray Maxwell, also deceased, was for years with Missouri Pacific Lines, St. Louis, as director of advertising and publicity and was subsequently on the New York staff of *Ladies' Home Journal*.

The four brothers were all active golfers and in the '20s formed a foursome that won a good deal of distinction. #

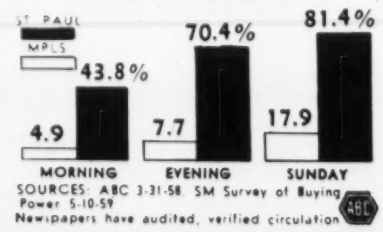
OUR GROWING IS SHOWING IN THE BIG

ST. PAUL MARKET OF 529,600 PEOPLE

AND 1 NEWSPAPER OFFERS UNCHALLENGED BLANKET COVERAGE!

FAMILY COVERAGE

Ramsey, Dakota & Washington Counties



SOURCES: ABC 3-31-58 SM Survey of Buying Power 5-10-59

Newspapers have audited, verified circulation ABC

No matter where you look in the vitally alive St. Paul Market, you see a 3-county* panorama of surging growth.

Yesterday's industrial blueprints have ripened into today's payroll-boosting realities. Dayton's, Inc., one of the nation's mightiest retailing giants, plans a multi-million dollar face lifting of Downtown St. Paul . . . including the construction of the finest store between Chicago and the Pacific coast. The Minnesota Highway Department has completed new super highways that are scooping additional thousands of shoppers into St. Paul. Sears is scheduled to break ground soon for a sprawling retail store on the fringe of the St. Paul loop. And that's only the beginning.

Already established as one of the nation's great markets, fast-growing St. Paul is destined to be among the greatest.

Even now, here's a market where 529,600 people radiate prosperity by spending 655 MILLION RETAIL DOLLARS A YEAR . . . and these shoppers get their buying ideas from only ONE newspaper. Virtually untouched by any outside newspaper, the St. Paul Market is saturated by the St. Paul Dispatch-Pioneer Press.

ST. PAUL DISPATCH

A RIDDER NEWSPAPER

PIONEER PRESS

*With the official okay of the U. S. Census Bureau, the St. Paul "Half" of the Twin Cities Metropliten Area embraces Ramsey county, Dakota county and WASHINGTON county.

Representatives RIDDER-JOHNS, INC.

New York—Chicago—Detroit—Los Angeles—San Francisco—St. Paul—Minneapolis

Whether you rely on the power of black-and-white or the impact of blazing color . . . St. Paul belongs on your "A" schedule!

Even the two best selling brands don't sell enough cigarettes in a year to supply the demands of LIFE-reading households.

Fact is: households that read an average issue of LIFE account for 40 cents out of every dollar spent for cigarettes. And over the course of thirteen issues, this spending power builds to 80 cents out of every cigarette dollar spent.

Big today, this demand from cigarette smokers is going to be even bigger in the booming Market of the 1960's. And so is the selling opportunity for cigarette makers.

Growth is a fact of LIFE, too. And tomorrow—when cigarettes, soup, new cars and every other product and service offered by U. S. business will be selling at an all-time high—LIFE's circulation will be at an all-time high—over 6,500,000 next year.

DEMAND IS A FACT OF LIFE

EVEN JOHN CAPLES* LAUGHED

when we set down the promise he'd get a reservation confirmed at any Sheraton Hotel in just 4 seconds. "Make it believable," he said. "Change it to 59 seconds." But, so help us, electronic Reservatron works faster than that. The proof is when you call your nearest Sheraton Hotel. **SEND FOR FAT FREE BOOKLET:** 96 pages describe the delights awaiting you in 47 Sheraton Hotels in 39 cities. A boon for you — and for us (we're testing this ad). Address: Sheraton Corp., Ad Age Ad #1, 470 Atlantic Ave., Boston, Mass.

*Noted copy-testing expert and author of "They Laughed When I Sat Down at the Piano."

Ayer Is Triple Philadelphia Art Awards Winner

PHILADELPHIA, May 12—N. W. Ayer & Son took three awards in the 24th Annual Exhibition of Advertising & Editorial Art & Design sponsored by the Art Directors Club of Philadelphia. Other winning agencies received one each.

Gold and silver medals were given in 28 classifications, but not both in every case. *Holiday* was awarded the club's special award for excellence in engraving and printing.

Winning entries follow, with artist, art director, agency (if any) and advertiser given in that order.

Magazine ad—color: Gold medal: Leona Woods; Paul Darrow; N. W. Ayer & Son; DeBeers Consolidated Mines. Silver medal: Ben Stern; Paul W. Darrow; Ayer; DeBeers.

Magazine ad—b&w: Silver medal: Dan Moerder; Herman Volz; Erwin Wasey, Ruthrauff & Ryan; Keasbey & Mattison Co.

Newspaper ad—b&w: Silver medal: Jacob Landau; William Golden; Columbia Broadcasting System.

Trade periodical ad—color: Silver medal: Thomas Vroman; Charles Waltz; Abbott Laboratories. Silver Medal: Seymour Mednick; Edward I. Colker; Warner-Chilcott.

Trade periodical ad—b&w: Gold medal: Seymour Mednick; Warren Blair; Smith, Kline & French Laboratories. Silver medal: Joseph Frassetta; Joseph Frassetta, art director, Berman/Steinhardt Studios; Dittman and Kane; WIP radio.

Direct mail—color: Gold medal: Don Madden, artist and art director; Kraft Printing Co. Silver medal: Samuel Maitin, artist and art director; Kraft Printing Co.

Direct mail—b&w: Gold medal: Seymour Mednick; Sam Maitin-Bill Hersh; Drake Press. Silver medal: Seymour Mednick; Jack Gregory; Smith, Kline & French Laboratories.

Cartoon—color: Silver Medal: Wally Neibart; Edward Schorr; Wermen & Schorr agency; David Weber Co.

Cartoon—b&w: Silver medal: John Dixon; Val Pianka; Union Carbide Plastics Co.

Poster other than 24 sheet: Silver medal: Adrian Taylor; Eleanor Hagstrom; Ladies' Home Journal.

Editorial illustration—color: Gold medal: John L. Stage; Frank Zachary-Louis R. Glessman; Holiday. Silver medal: Ronald Searle; Frank Zachary-Steve Briggs; Holiday. Gold medal: John L. Stage; Frank Zachary-Steve Briggs; Holiday. Silver medal: Andre Francais; Frank Zachary-Louis R. Glessman; Holiday.

Editorial illustration—b&w: Silver medal: Joseph Nettis; Edward Rice; Jubilee Magazine.

Magazine cover—painting or photograph: Silver medal: George Giusti for Graphis.

Magazine ad—color: Silver medal: Walter Reinsel; Gene Federico; Ayer; Container Corp. of America.

Trade periodical ad—Two or more colors: Gold medal: Jack Gregory and G. William Holand; Warren Blair; Smith, Kline & French Laboratories. Silver Medal: Alexander Derkas, artist and art director; Smith, Kline & French Laboratories.

Trade periodical ad—b&w: Silver medal: Howard Alber and Philip L. Simon; Philip L. Simon; Philip L. Simon Advertising; Excelsior Bindery. Silver medal: William Schilling artist and art director; Smith, Kline & French Laboratories.

Pharmaceutical direct mail: Silver medal: George Dukes and Sam Ciccone; Sam Ciccone; Merck Sharp & Dohme International.

Booklet or direct mail: Silver medal: Jack Gregory, Seymour Mednick and G. William Holland; Warren Blair; Smith, Kline & French Laboratories. Silver medal: John V. Glass and Gerard M. Schouten; Gerard M. Schouten; Armstrong Cork Co.

Promotional material: Silver medal: John V. Glass and Gerard M. Schouten; Gerard M. Schouten; Armstrong Cork Co.

Editorial page, spread or section—color: Gold medal: Frank Zachary and Louis R. Glessman for Holiday. Silver medal: Frank Zachary and Louis R. Glessman for Holiday.

Editorial page, spread or section—b&w: Silver medal: Edward Rice; Joseph Nettis; Jubilee Magazine.

House organ, company magazine: Silver medal: William Schilling; Alan J. Klawans; Smith, Kline & French Laboratories.

Book jacket, record album: Gold medal: S. Neil Fujita; Seymour Mednick; Columbia Records. Silver medal: Matthew Leibowitz artist and art director; Caedmon Publishers.

Packaging, complete line: Silver medal: Warren G. Thomas; Donald Patterson; John Wagner & Sons. Silver medal: Elmer Pizzi; art directors Kramer, Miller, Lomden, Glassman; Gray & Rogers; Virginia Chemicals.

Packaging, individual line: Gold medal: Warren Blair; art directors Kramer, Miller, Lomden, Glassman; Smith, Kline & French Laboratories. Silver medal: Andrew Schmidt; art directors Kramer, Miller, Lomden, Glassman; Merck Sharp & Dohme.

Miscellaneous: Silver medal: George Sulpizio.

Posters: Gold medal: William Schilling; Alan J. Klawans; Smith, Kline & French Laboratories. #

TO COVER THE WHOLE DELAWARE VALLEY YOU NEED THE TRENTON TIMES and THE CAMDEN COURIER-POST

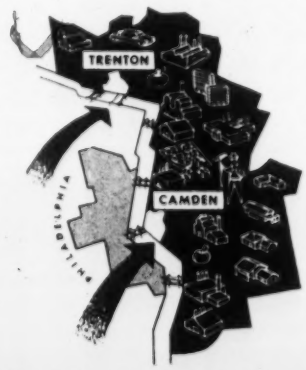
A pox on false modesty! Our friend is not even painting the lily—he's just tarnishing it.

Bare facts can often speak for themselves; they need no embellishment. Here's some bare facts that paint a pretty rosy picture indeed:

- The booming Delaware Valley is two markets, not one.
- On the huge and thriving and expanding New Jersey side of the river, *local* newspapers achieve far greater readership than out-of-state dailies.
- Advertising to this market, you can "hit 'em where they live" in the pages of Southern New Jersey's most read, most trusted dailies, the TRENTON TIMES and the CAMDEN COURIER-POST.

That, friends, is the naked truth about the newspaper situation in Delaware Valley USA. And speaking of figures, we have some beauties to back our story up. Care to hear them?

IT PAYS TO CROSS THE DELAWARE



CAMDEN COURIER-POST
Established 1875

TRENTON TIMES
Established 1883

Represented nationally by GEORGE A. McDEVITT CO., INC. • NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • LOS ANGELES

Reed Named Promotion Head

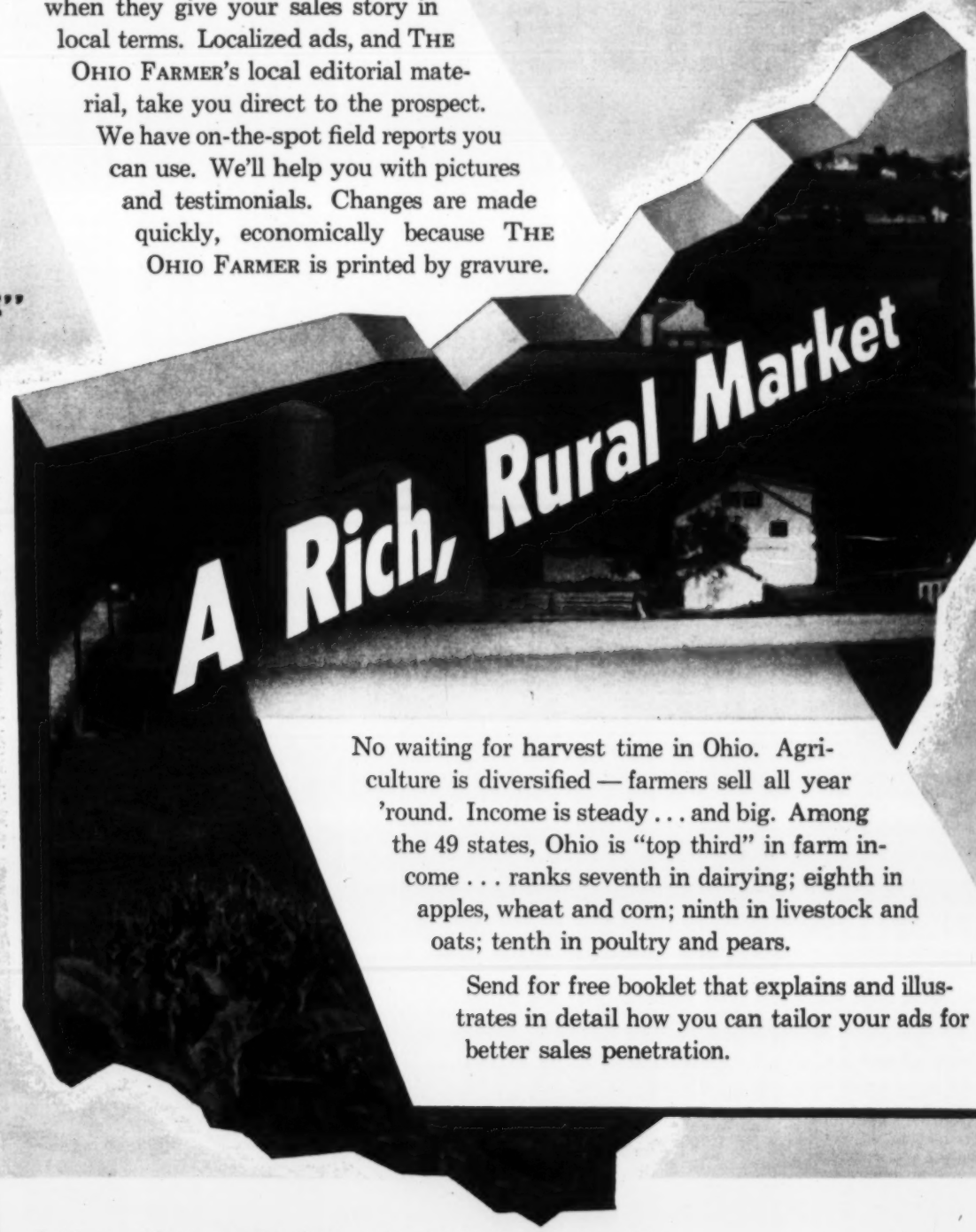
Ellis Emmons (Bill) Reed has been named director of sales promotion and public relations of Peter Pan snack shops, Richard's Drive In restaurants and the Amy Joy doughnut shops, taking over his new position in Chicago June 1. Mr. Reed currently is director of public relations of Clark & Bobertz, Detroit. He also has operated his own agency in New York, has held promotion posts with Air France, Bolsey Corp. of America and has served on the marketing faculty of New York University.

STRAIGHT-LINE ADVERTISING in The OHIO FARMER PENETRATES

All sales are local. Your ads sell best when they give your sales story in local terms. Localized ads, and THE OHIO FARMER's local editorial material, take you direct to the prospect. We have on-the-spot field reports you can use. We'll help you with pictures and testimonials. Changes are made quickly, economically because THE OHIO FARMER is printed by gravure.

5 WAYS TO "STRAIGHT-LINE" YOUR ADVERTISING

1. Local pictures
2. Local testimonials
3. Local prices and terms
4. Local dealer listings
5. Local coupon returns



No waiting for harvest time in Ohio. Agriculture is diversified — farmers sell all year 'round. Income is steady . . . and big. Among the 49 states, Ohio is "top third" in farm income . . . ranks seventh in dairying; eighth in apples, wheat and corn; ninth in livestock and oats; tenth in poultry and pears.

Send for free booklet that explains and illustrates in detail how you can tailor your ads for better sales penetration.

• New evidence proving how national advertisers are making budget dollars go further, dig deeper, yield more sales!

The OHIO FARMER

1010 Rockwell Ave., Cleveland 14, Ohio

AFFILIATED WITH STAUFFER-CAPPER PUBLICATIONS, INC.

STRAIGHT-LINE *Advertising service available also in PENNSYLVANIA FARMER and MICHIGAN FARMER.*

Sunny Days Ahead for TV as Ratings Shackles Are Broken: Cunningham

Agency Head Says High Ratings Don't Always Mean High Sales

COLUMBUS, O., May 12—Television will some day be "emancipated from the slavery to ratings," and the editorial function on tv will be separated from the advertising function, the 1959 Institute for Educational Radio & Television at Ohio State University was told last week.

The harbinger of this good news was The Man from Cunningham & Walsh, John B. Cunningham, long a vocal critic of tv's programming shortcomings.

"Recent studies show that high sales do not necessarily follow high ratings. Nor does product identification," Mr. Cunningham, who is chairman of Cunningham & Walsh, said.

"Advertisers furthermore are beginning to recognize that they cannot reach their total market on tv only with the stereotyped high-rated shows. For instance, research says that millions of consumers with pocketbooks never look at westerns—high-rated though they may be. Advertisers must—to reach their total market on tv—sponsor a mixture of programs of different audience appeal. This can be done with spot tv, by varied spectaculars, or by multiple participation on network," he said.

■ "Believing, as I do, that there can be no progress unless somebody steps into controversial fields—I would now like to take a few steps in that direction. I believe that the editorial function on tv will some day be separated from the advertising—as it is in the public prints. I believe we are already in a state of visible transition," he continued.

"It may work out this way ultimately—a slow, long-drawn-out ultimately:

"The advertiser will buy a block of commercials—let's say of 20 in a 13-week cycle. In fairness to all advertisers, these must be rotated on various kinds of shows of various ratings—so that each advertiser will get about the same average rating. The commercial will have to stand on its selling feet," he said.

■ "This will accomplish many good things. It will end blind devotion to ratings. It will soften the monopolies on good prime time by a few large-spending advertisers. It will cut down a lot of imitation and mediocrity in programming.

"It will relieve sponsors of concern for the content of the program. It has been often claimed that tv editorial vitality has been smothered by sponsors' fear of offending. It will free tv editors of commercial control and restriction. Enable them to try new things. Enable them to test more cultural and enlightening programming. It may produce some great new tv editors of the airwaves—a possibility which some people fear but not I, as long as we have 12 independent channels," he added.

■ "But, as things are today, please do not expect much cultural sponsorship from the advertisers of packaged goods. On the other hand, we may hopefully expect much more from companies which sell services—or need a respected corporate image. Packaged goods—soaps, cigarets, cosmetics—must reach their mass markets on programs of broad interest levels. Whether they ride the current wave of westerns or quizzes—it does not matter—but they must ride whatever current wave there is," he said.

■ "If a chewing gum or a soft drink manufacturer removed any considerable part of his tv money from mass interest shows over to cultural tv, his competitors would eat up his market. It would be just as if he took a large group of his salesmen off the road and required them to call on only the cultural-minded while competitive salesmen continued to sell in the mass markets. The manufacturer would be violating his trust to his stockholders," he told the group.

"If you do not like this situation, your quarrel is not with advertisers, but with one of the so-called pillars of the free enterprise system.

"However, where respect for the manufacturer is an important factor in the making of a sale, we find more and more clients leaning toward more enlightening programming, or where the selling of services is involved, such as the telephone company, public utilities, gasoline companies," he said.

■ "[This accounts] for the sponsorship by AT&T of the 'Telephone Hour' and, with others, of 'Continental Class-Room.' And Texaco's sponsorship on radio of the Metropolitan Opera over the years. And there are many more of such companies than the rating-devotees will admit. It is much easier, of course, to sell to clients, to boards of directors or to stockholders a tangible, such as rating figures, than an intangible, such as respect for the maker," he said.

"But the surest way to get more enlightening programs on the air is to raise the cultural interests of the people. That is one very large reason why the proponents of more cultural tv on commercial stations should get behind educational tv—non-commercial educational channels," Mr. Cunningham said.

Mr. Cunningham devoted the latter part of his speech to his latest favorite subject—a proposal for a nationwide educational tv service. He suggested that manufacturers lend a hand by including uhf receiving equipment in every new vhf portable they turn out and by pricing the combined set reasonably.

■ This manufacturing breakthrough, he indicated, would help to free those "indolent uhf channels," and the first big problem of educational tv—available channels—might be over. As for the money to finance the operation, the agency man suggested that part of it might come from big foundations and from corporation gifts, with the government furnishing the bulk of the funds.

Raising the money, he continued, is only part of the task. Another job is to allay the fears of the broadcasters, who are apprehensive about losing part of their audience to another nationwide competitor. The third is to sell the advantages of educational tv to the masses.

Mr. Cunningham proposed that the Advertising Council tackle this latter assignment and thereby help to hasten the time when the unused educational power of television will be put to work. #

Two Name Boylhart, Lovett

Boylhart, Lovett & Dean, Los Angeles, has been named the agency for Rio Hondo Savings & Loan Assn., South Gate, and Tool Components Inc., Los Angeles. Tool Components will concentrate on direct mail; Rio Hondo Savings will use outdoor and print media.

Serving all Chicagoland!

Seberhagen Agency Expands

Seberhagen Inc., 17-year-old Philadelphia agency, has acquired two new principals, changed its name to Seberhagen, Nevin & Gruver and moved to 1620 Locust St. The two new principals are William J. Nevin, vp and treasurer, who has been with the Seberhagen agency for eight years, and C. Robert Gruber, vp and account executive, formerly with Gray & Rogers, Philadelphia. Mr. Seberhagen, who continues as president of the agency, said the expansion was due to a need for expanded marketing and pr services for clients.

Perz, Hixon Join Burnett

Rudolph R. Perz, formerly with J. Walter Thompson Co., Chicago, has joined Leo Burnett Co., Chicago, as tv film copy supervisor and Carl K. Hixon, formerly vp and creative director of Kerker, Peterson, Hixon, Hayes, Minneapolis, has joined Burnett as copy supervisor.

Bayton Glaser O'Donnell Casey Kilpatrick King

CLINIC—*Speakers at a research clinic staged by National Analysts Inc., Philadelphia, included Arnold J. King, president of National Analysts, and his colleagues at his research company, Dr. James A. Bayton, Ezra Glaser and Jane M. O'Donnell; Richard Casey, vp-research, Benton & Bowles; Dr. Franklin Kilpatrick, Brookings Institution, Washington.*

Firth Elected Chairman

James A. Firth, vp of Winius-Brandon Co., has been elected chairman of the St. Louis council of the American Assn. of Advertising Agencies. Other officers elected are John H. Leach, Gardner Advertising, vice-chairman, and Melvin Roman, Roman Advertising, secretary-treasurer. Kenneth Bayer, French & Shields, and Marvin McQueen, D'Arcy, were elected to the council board.

Fels & Co. Promotes Keeler

Grant H. Keeler, who joined Fels & Co., Philadelphia, in October, 1958, as assistant advertising manager, has been promoted to ad manager. He will work with Max Brown, sales director of Fels.

Budget Unit Defines 2 New Metro Areas, Revamps Seven More

WASHINGTON, May 12—The budget bureau has announced that two new standard metropolitan areas have been "established" and that seven older ones have been redefined in recent weeks. This developed as the division of statistical standards moved toward completion of the list of Standard Metropolitan Areas which will be used in tabulating the 1958 censuses of business and manufactures and in the 1960 censuses of population and housing.

In order to bring up to date its list of communities which qualify for treatment as Standard Metropolitan Areas, the bureau has been reviewing the list of 178 areas used for previous censuses. Officials indicate the final list for standard metropolitan areas used in future census tabulations may total about 187. Each area involved a central city and thickly populated adjoining counties. Most areas emerge from the review unchanged.

■ The new Standard Metropolitan Areas just confirmed are Ann Arbor, Mich., consisting of Washtenaw County and the city of Ann Arbor, and Lynchburg, Va., composed of the city of Lynchburg and Campbell County. The seven old Standard Metropolitan Areas which have been redefined and enlarged are: (1) Albany-Troy-Schenectady, (2) Dallas, (3) Dayton, (4) Lansing, (5) Newport News-Hampton, (6) Seattle, and (7) Tulsa.

First results of the re-examination process were announced in December when the bureau identified six new areas it was creating and eight others it was enlarging. With this list, it has approved a total of eight new areas and has revised 15. It also listed 140 old areas which will be retained unchanged.

Still to be considered are 23 presently defined areas and one proposed new one. Officials say the job should be completed by early next month. #

Onofrio & Smith Bows in N.Y.

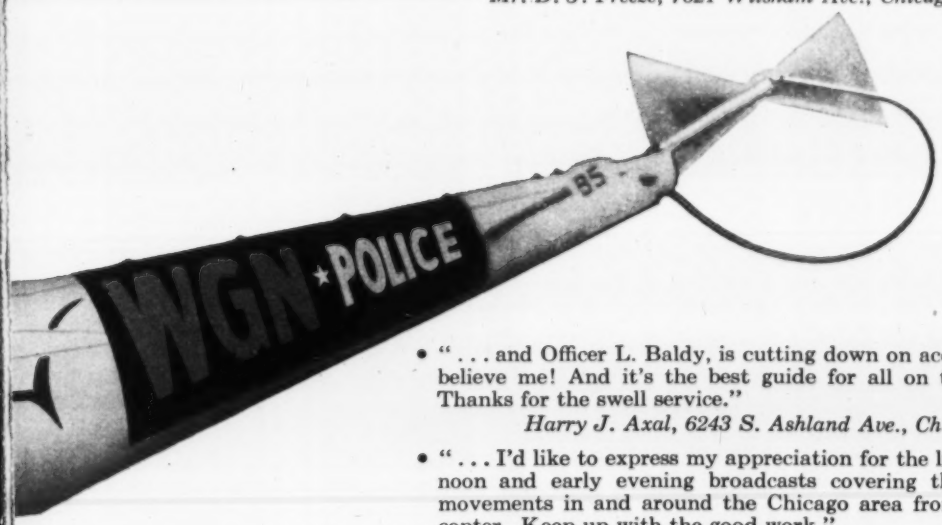
A new advertising and public relations agency, Onofrio & Smith, has been formed at 550 Fifth Ave., New York, by Joseph D. Onofrio and William E. Smith. Joseph D. Onofrio was formerly assistant to William F. Treadwell, vp and manager of the public relations department of Leo Burnett Co. Mr. Treadwell will leave that agency to join Grey Advertising June 1. Mr. Smith was formerly associated with Burroughs Corp., New York.

WGN-Radio's 'copter service gets flood of favorable comments!

WGN-Radio scored a Chicago "first" several months ago with evening rush hour traffic and news bulletins beamed from a helicopter by Chicago police officer Leonard Baldy.

Recently when this service was expanded to the morning hours, the flood of approving comments by phone, wire and letter proved that the program had built a sizeable audience of loyal WGN-Radio listeners.

- "Thank you for your kindly tip on traffic the other night. I saved a half an hour on the outer drive thanks to your advice."
  Mr. D. J. Freeze, 7621 Wilsham Ave., Chicago 31, Ill.



- "... and Officer L. Baldy, is cutting down on accidents—believe me! And it's the best guide for all on the road. Thanks for the swell service."
  Harry J. Axal, 6243 S. Ashland Ave., Chicago, Ill.
- "... I'd like to express my appreciation for the late afternoon and early evening broadcasts covering the traffic movements in and around the Chicago area from a helicopter. Keep up with the good work."
  Mr. Floyd N. Gatrell, 406 Morgan Blvd., Valparaiso, Ind.
- "... tell Officer Baldy I am most grateful for the fine service being rendered by the Chicago Police Department."
  Genevieve Austin, C. S., 16918 S. Wood St., Hazel Crest, Ill.
- "... the traffic reports are terrific and more cities should adopt this same technique."
  Mrs. W. F. Gruning, Jr., 3718 N. 92nd St., Milwaukee, Wis.

In providing this valuable service to the people of Chicagoland, WGN-Radio and the Chicago Police Department have the full cooperation of the Traffic Communications Center of Chicago's Department of Streets and Sanitation; the Citizens Traffic Safety Board; the National Safety Council and The Chicago Motor Club.

This type of programming is just one reason why WGN-Radio delivers loyal audiences for advertisers who want to *sell* all Chicagoland.

WGN-RADIO
THE GREATEST SOUND IN RADIO
441 North Michigan Avenue • Chicago 11, Illinois

WTRF-TV STORY BOARD

A famous admiral and an equally famous general were fishing together during one of the recent wars when a sudden squall came up. When it died down both eminent warriors were struggling helplessly in the water.

The admiral floundered his way back to the boat and pulled himself in painfully. Then he fished out the general, using an oar. Catching his breath, he puffed, "Please don't say a word about this to anyone. If the Navy found out I couldn't swim, I'd be disgraced."

"Don't worry," the general said. "Your secret is safe. I'd hate to have my men find out I can't walk on water."

● We don't promise miracles, but we do know that the 39-county WTRF-TV audience is a responsive one for WTRF-TV advertisers. Ask the George P. Hollingbery people how economically you can reach these 2 million people in the heart of Industrial America, who have a spendable income of $2½ billion annually.

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

THE BERRIES—*Bobette Bentley shows the freshness of the new point of purchase materials being offered by the California Strawberry Advisory Board and the United Fruit & Vegetable Assn.*

Cost per 1,000 Is Insufficient Basis in Media Buying: Stern

CHICAGO, May 12—Cost-per-1,000 comparisons only scratch at the surface in judging media effectiveness, Edward M. Stern, vp and media director of Foote, Cone & Belding, charged yesterday.

"The basic fault with cost per 1,000 is that it does not cover what effect different messages have on the reader or viewer," Mr. Stern said in a talk before American Legion Post No. 170.

"We are still groping in many areas," he said. "We have not been able to work out precise definitions of audience reach when making inter-media comparisons. Even when this dimension is finally established, we need to know a great deal more about the depth of impression that a message has made."

■ Mr. Stern asserted that one of the basic problems "lies in the fact that important research projects today are concentrated more on media audiences than on advertising audiences within the audiences of media.

"In this connection, I believe that *The Saturday Evening Post* should be commended for its recent study, which attempts to show the size of the *Post's* audience that is exposed to the average advertising page."

■ He warned that it is very dangerous to generalize about the type of television programs which have high sponsor identification.

"We really do not know just what sponsor identification means," he said. "How about radio and tv spots? They certainly don't have any sponsor identification. Are we then to conclude that they aren't worth while media? I don't believe this for a moment, for I have seen spot broadcasting work for many clients."

■ Mr. Stern said that although there is much media research information available today, much of it is not used by agencies and advertisers. He charged that because media are trying to prove something, they often allow the promotional urge to get in the way of objective and factual research.

He urged media to check with the media and research departments of agencies "before they embark on studies that may be totally rejected because of poor techniques."

He listed the following four points as FC&B's media philosophy:

- To reach as many prime prospects as possible.
- To reach these prospects with heavy impact, as often as possible.
- To reach these prospects as economically as possible.
- To reach these prospects through the media which most naturally complement and aid the selling message. #

Socker Rejoins Pines; Publisher Moves

Michael Socker, who had been in a supervisory sales post with Pines Publications, New York, before he left last year to join Kable News Co., has rejoined Pines as national sales supervisor.

Pines, which publishes *Screenland, Silver Screen* and Popular Library books, has moved its offices to 355 Lexington Ave.

Petersen Names Fishman

Ralph Fishman, formerly vp of Automotive Enterprises, has been selected to establish and manage an advertising sales office at 155 Montgomery St., San Francisco, for Petersen Publishing Co., Los Angeles. The office will service the northwestern states.

FCC Okays KROW Purchase

The purchase of Radio Station KROW, San Francisco, by McLendon Pacific Corp. has been approved by the Federal Communications Commission. An application is now pending with FCC to increase KROW's power from 1,000 kw to 5,000 kw.

Sanitone Names Margo Agency

John L. Margo Advertising, Cincinnati, has been named to handle advertising for the Sanitone division of Emery Industries, Cincinnati. Erwin Wasey, Ruthrauff & Ryan is the former agency.

Electric Game to Black, Musen

Electric Game Co., Holyoke, Mass., has appointed Black & Musen, Springfield, Mass., as its agency.

O'Connell Joins 'Machinery'

Emmet J. O'Connell, formerly vp and media representative, Watson Publications, has been appointed west central representative of *Machinery*, published by Industrial Press, New York. He replaces George H. Buehler, who is going into business in Florida.

Associated Publishers Moves

Associated Publishers has moved to new quarters at 3636 Lemmon Ave. (P. O. Box 6701), Dallas. The company publishes *Drilling* and *Southwest Advertising & Marketing.*

THE FAMOUS FURY
All-family favorite, renewed for fifth year on NBC-TV network by General Foods Corp. and The Borden Company!
64.1% Share of Audience (Nielsen, July-Dec., 1958) the highest attained by any series!
17.8 Rating (Nielsen 4-season average, July '55 to Jan. '59) proof of continued popularity!

Information for Advertisers

A booklet on the use of full-color newspaper advertising, prepared by **Uusi Suomi**, Helsinki newspaper, is available free on request to Joshua B. Powers Inc., 551 Fifth Ave., New York 17.

• **Flower & Garden** has released three surveys on the use of fertilizers, insecticides and weed killers by a cross-section of subscribers. Information is included on brands used, time of purchase, how used, buying intentions and other characteristics of the home lawn and garden market for these products. The surveys are issued without cost and can be obtained by writing *Flower & Garden*, 543 Westport Rd., Kansas City 11.

• **The Pocket List of Railroad Officials** has issued "A Sound Approach to the Railroad Market," a 16-page booklet describing the railroad market, giving trends and comparing leading railroads. It outlines railroad buying and test procedures and gives advice to salesmen on selling the market. Copies are available from Allen F. Clark, advertising manager, *The Pocket List of Railroad Officials*, 424 W. 33rd St. (11th Floor), New York 1.

• "Impact," a booklet describing the **Los Angeles County Fair** and giving a breakdown by communities of visitors to the affair, is available from Virgil M. Jackson, superintendent, industrial department, Los Angeles County Fair Assn., Pomona, Cal.

• A new 32-page booklet, "How to Use Direct Mail to Promote Your Business," has been published by **Pitney-Bowes**, Walnut & Pacific Sts., Stamford, Conn., and is being made available without charge to business and other organizations. The booklet is described by the company as "an ideal primer for those who have wished to use direct mail, but never knew quite how to get started."

• A new brochure is available describing how public relations services may be tailored to the special needs of capital goods producers, professional and technical service companies, financial institutions, consumer durable goods manufacturers and technical trade or professional associations. Prepared by **Burson-Marsteller Associates**, the brochure shows how a public relations program can be created for such organizations and put into action. The brochure is available free upon request from any Burson-Marsteller office in New York, Chicago, Pittsburgh or Houston.

• A printed version of a talk, "Orchids for Advertising Agencies," given by Russell L. Putman, president, **Putman Publishing Co.**, before the eastern regional meeting of the National Advertising Agency Network on Jan. 24, is available from Putman Publishing Co., 111 E. Delaware Pl., Chicago 11.

• A new picture-book of ideas on window display is being offered free to anyone interested in display, window, interior or point of purchase by **Frostee Snow Co.**, Antioch, Ill. Ask for "Frostee Displays."

• A new booklet presenting a series of case histories on several of today's most successful "merchandise movers"—containers which have helped achieve acceptance for nationally distributed products, has been produced by **Clark Mfg. Co.** Entitled "Selling the Mass Market," the new booklet outlines the product, company and competitive picture of each container concerned. Discussed is the main problem each container had to solve and what Clark did about it. Copies may be had by writing J. L. Clark Mfg Co., 2300 Sixth St., Rockford, Ill.

• Two new manuals, "Come to the Fair," a manual designed to help increase the selling power of exhibits, and "Point-of-Purchase," a guide to point of purchase displays, are being offered free to anyone writing on company letterhead to **The Displayers Inc.**, 635 W. 54th St., New York 19.

• How selling can be effectively augmented by business publication advertising is the subject of a new color, sound, slide film, "Selling to Industry," released by **McGraw-Hill Publishing Co.'s** promotion department. The department also offers two other films, "Information Plus," which tells how McGraw-Hill can help advertisers and agencies solve marketing and selling problems, and "Research—At Your Service," which shows the important part research plays in preparing the way for new magazines, keeping established publications aware of new trends in their fields and providing data on advertising effectiveness. Prints of the film are available from McGraw-Hill district representatives or from the company's promotion department, 330 W. 42nd St., New York 36.

• "Industrial Material Handling Films" is the title of a new 16-page booklet which reviews films that are available from member-companies of the **Material Handling Institute.** The catalog is available without cost from the institute at One Gateway Center, Pittsburgh 22. #

Jimmy Fritz Names Berry

Donald A. Berry, formerly with Cliff Ferguson Advertising, Fresno, has been named vp and manager of the Fresno office of Jimmy Fritz & Associates, Hollywood and Chicago.

RUNAWAY SALES SUCCESS SOLD IN 74 MARKETS

INCLUDING: BOSTON, MIAMI, DENVER, SEATTLE, TAMPA, SAN DIEGO, ATLANTA, NEW ORLEANS, SPOKANE, FORT WAYNE, SALT LAKE CITY, CHARLESTON, W. VA.!

BRAVE STALLION

Some choice markets still available! Phone or wire collect or talk to your local ITC representative today!

ITC

INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • New York 22

PLaza 5-2100

670,000
New York Journal-American
READERS ARE IN FAMILIES WITH CHILDREN UNDER 15 YEARS
...300,000 more than the second evening paper

From N.Y. Daily News "Profile of the Millions" 1958

Rambler Sets TV Drive

A saturation spot tv campaign, concentrated on Friday evenings as a traffic builder for Saturdays, has been started by American Motors. It was inaugurated in 76 key Rambler markets. Time buys call for an average of five eight-second IDs and two 60-second commercials every Friday night on some 170 stations in key markets, with the IDs on prime time, the commercials later in the evening.

Glide Control to McCann

Glide Control Corp., Inglewood, Cal., has appointed McCann-Erickson, Los Angeles, to handle advertising for its new electronic stabilizer for use on any automobile. An introductory campaign in consumer and trade publications, to start in July, will be followed by additional magazine and television advertising. J. P. Shelley is account supervisor. Ed O'Neill is account executive.

TV Doing Better With Newspapers' Top Buyers: TvB

Analysis 'Misleading, Dirty Pool,' Retorts BofA Researcher Hadley

NEW YORK, May 12—The Television Bureau of Advertising's most recent competitive blast was directed at newspapers.

After analyzing the latest leading newspaper advertising expenditures, TvB noted that tv is doing better with the newspapers' biggest customers than the newspapers are.

By TvB's calculations, the 100 leading newspaper advertisers of 1958 increased their tv gross time expenditures that year by 15.9% while cutting their newspaper outlay by 4.5%. Tv's spot and network time sales to the group totaled $581,983,460 last year, against $502,137,986 in 1957, it was reported, while 1958 space sales in newspapers for the same 100 totaled $364,000,000, a drop of 4.5%.

■ The newspapers lost ground even with their very best customer, General Motors, a Television Bureau release pointed out. General Motors' newspaper expenditures went from $52,390,360 in 1957 to $34,603,336 in 1958. The same auto maker stepped up its tv time outlay from $14,286,067 in 1957 to $22,115,436 in 1958.

On the other hand, tv's biggest spender, Procter & Gamble, accelerated its tv spending, increasing its time expenditures from $72,962,855 in 1957 to $84,471,707 in 1958, TvB said.

■ TvB's slide rule work with the newspaper data brought forth this comment from Howard Hadley, research chief of the Bureau of Advertising, American Newspaper Publishers Assn.:

"Tv is getting to be so expensive that only the very largest companies can afford to use it. This list, of course, is made up of the largest advertisers in the country, so television shows up very well. But the total number of advertisers in network television is going down, while the ones that remain spend more and more."

Mr. Hadley termed TvB's analysis "misleading and confusing and dirty pool." He noted that while spending was down for the top 100 newspaper advertisers it was down slightly less than for all newspaper advertisers. "This doesn't mean that newspapers are failing or going out of business," he said. #

Ward Baking Buys Johnston Pie

Ward Baking Co., New York, has entered the frozen food business with the acquisition of Johnston Pie Co., Los Angeles, which will be operated as a wholly owned subsidiary under its present management. Ward operates 21 general-line bakeries nationally, but this will be its first operation west of the Rockies. Johnston, which sells fresh pies to restaurants in the Los Angeles area, has distribution in the 11 western states for its frozen pies. Plans call for the expansion of distribution of Johnston's frozen pies, and the addition of other frozen bakery foods to its line. Johnston does not have an agency, and none will be appointed until current expansion plans are stabilized.

Johnstone Adds Goodman

A. Goodman & Co., New York, dress manufacturer, has appointed Johnstone Inc., New York, to handle its advertising.

Just back from shopping—she is writing down her purchases in the Consumer Panel diary

A remarkably accurate marketing tool—

A *continuing, day-by-day* record of who buys your product—
or your competitor's product—where, how and when!

Over 5000 housewives—who constitute J. Walter Thompson Company's Consumer Panel—report their families' day-to-day purchases—*actually write them down as they are made*—in over 30 product categories. Each housewife sends her day-by-day record to us at the end of each month.

We learn:—*what brand she bought—yours or your competitor's.* At what price. Amounts. *In what store.* When. When she started buying this brand. *From what brand she switched.*

In today's competitive marketing the more you know about the people who buy, *or do not buy,* your product—the more effective your marketing can become.

The Panel is the continuing, day-by-day picture of how the American people are actually buying by *region,* market size, age, *education, income,* race. So sensitive and flexible is the Panel that it can be applied to a wide variety of marketing problems. It has been refined over a period of 19 years to the point where we believe it is the most accurate marketing tool of its kind ever developed. Yet a year's service costs our clients less than a one-time survey of comparable scope.

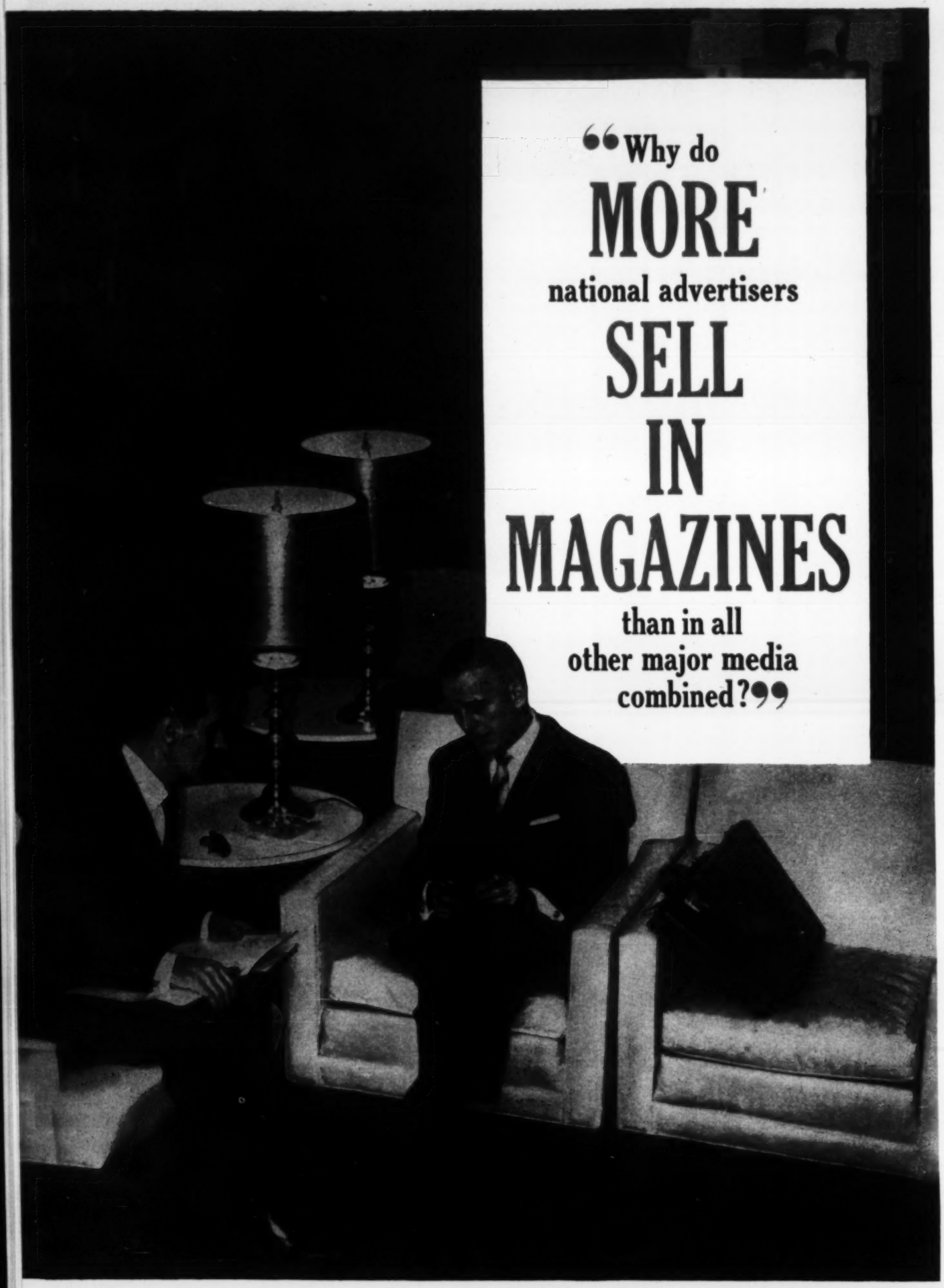
If you would like to know more about the J. Walter Thompson Consumer Panel and how it can help you achieve your marketing objectives, we shall be happy to discuss it with you.

J. WALTER THOMPSON COMPANY
New York, Chicago, Detroit,
San Francisco, Los Angeles, Hollywood,
Washington, D. C., Miami

WESTERN UNION Telegrams-For-Promotion Service delivered my selling message dramatically—to each prospect."

If you've a big story to tell, tell it *big* with Telegrams-For-Promotion Service. Western Union delivers your message to dealers, buyers, everyone on your list *simultaneously*. Your telegram is read . . . and *remembered*. Simply supply Western Union with one copy of your message and your name list. Leave the work — and the impact — to us.

WIRE US COLLECT for the full details. Address: Western Union, Special Services Division, Dept. A-1, New York, N. Y.



Magazines

"... magazines important in growth of America's Favorite brand of table salt..."

"... magazine camp
... promotes new ind

Pablo Casals is coming home
—to Puerto Rico

"... instantaneous sales successes in market after market... through magazine advertising..."

s build sales today–growth tomorrow–*because...*

"The Morton Salt Company produces and sells salt for every use under the sun. In addition to making America's favorite brand of table salt, Morton also is a leader in the production and distribution of salt for industrial and agricultural uses.

"In the consumer field, magazines are used to help provide the necessary broad national coverage and prestige environment for Morton Table Salt advertising. Magazines have played an important part in Morton's growth and in keeping the little umbrella girl and 'When it rains it pours' one of the most widely recognized trademarks and slogans in the nation.

"Keeping in mind that Morton deals in only one product – salt – the emphasis Morton places on magazine advertising is indicated by the fact that in 1958, Morton ran 515 advertisements in magazines."

– MORTON SALT COMPANY

aign attracts tourists ustry... sells rum..."

"Puerto Rico's advertising is aimed at attracting tourists, promoting new industry and selling rum. Until a few years ago the three separate selling programs were having difficulties . . . prejudice and ignorance concerning Puerto Rico were a major stumbling block. To change the 'image' of the area, a unique institutional campaign – the Commonwealth Campaign – was created.

"There is no question of the campaign's success. It has brought favorable editorial attention. It has encouraged selection of the island for conventions. It has influenced Puerto Rico's major development programs.

"The fact that more factories than ever are opening on the island, and that we have just had a record tourist season, is tangible evidence of our magazine advertising success."

– COMMONWEALTH OF PUERTO RICO, ECONOMIC DEVELOPMENT ADMINISTRATION

"Magazines have always been the basic buy for the Miller Brewing Company . . . right from the day management decided to expand Miller High Life's regional, midwestern distribution to national distribution.

"Advertising preceded the product into many markets. Since it was the *only* advertising preceding the product, we were able to determine the effectiveness of magazine advertising as the product was introduced. And effective it must have been, because in market after market, Miller High Life experienced almost instantaneous sales successes. Through magazines and magazines alone, people knew Miller High Life, remembered our slogan, and tried our beer.

"Today, with Miller High Life's national distribution, magazines give us the spread . . . the blanket coverage needed to maintain a national brand name . . . and to enhance the Miller Brewing Company's quality image across the nation."

– MILLER BREWING COMPANY

"... magazine advertisements spearhead promotions... stimulate activity by agents..."

"For many Americans, the warm human spirit of the Norman Rockwell style is associated with a very important institution in their lives – Massachusetts Mutual Life Insurance Company. This unique identification has been built through consistent, continuous advertising in national magazines.

"Situations dramatize the need for more life insurance . . . convey the feeling of friendliness and personalized interest . . . pave the way for agents. Magazine advertisements are used to spearhead specific promotions to stimulate activity by agents behind certain types of policies.

"In 1958, Massachusetts Mutual sales passed the one billion dollar mark – an all-time company record. To support the efforts of its expanding sales force, Massachusetts Mutual bases its advertising program upon the circulation of national magazines which cover town as well as city – highly selective circulation assuring the best prospects for life insurance."

– MASSACHUSETTS MUTUAL LIFE INSURANCE CO.

Magazines put you in direct touch with the reader's mind

The deliberate concentration of the reader is a major reason why magazine advertising works. It results in deeper, more lasting impressions. Magazines call upon the reader at his convenience; they stay as long as he wishes, available for repeated reference. Magazines can also place useful material in people's hands – cookbooks, money-saving coupons, product samples. Magazines work for sales in more ways than any other medium.

People believe what magazines say

Who, what, when, where – other media can tell. But Americans turn to magazines to find out why. Today, every literate American owes to magazines some of his knowledge, judgments, opinions and convictions – for people read and believe what magazines say. That's reflected in the way people feel about magazine advertising. "The public's attitude is that a magazine advertisement is a sworn statement of fact," says a leading advertising man. Another puts it this way: "Because of the tremendous volume of advertising and the welter of claims and counterclaims, today there's a great premium on magazines' believability."

Magazines can get you anyone or everyone

Want families particularly interested in homes? Want dual audience? Want teen-agers, or housewives or fashion-followers, or men? Or do you want everyone that's worth getting in the whole U.S. buying market? (Survey after survey proves that magazine readers earn more, spend more.) There is a magazine or group of magazines to sell your kind of product to your kind of audience, since each magazine draws to its pages a group of readers of common interests, tastes, desires.

The magazine is a trusted buying guide

Consumer confidence in magazines is a big reason why most marketers use magazines as the basis for their merchandising. And realistic product reproduction – with eye-catching, lifelike colors available – gets immediate recognition at point-of-sale ... adds to magazine merchandising values. Retailers know that their best customers prefer to "shop" the ads in magazines – and to shop in the stores that display products they saw in magazines. Clearly, magazines are the most merchandisable medium.

Magazine Advertising Bureau of
444 Madison Avenue, New York 22, N. Y.

LOUISVILLE

A Major Midwestern Industrial Market in the Ohio River Valley—the Ruhr of America—where one Daily Newspaper Combination reaches 9 out of every 10 families

SELL LOUISVILLE FOR ALL IT'S WORTH!

The Courier-Journal
THE LOUISVILLE TIMES

392,839 DAILY COMBINATION • 311,073 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

N.C. Bill to Broaden Media Ban on Liquor Ads Offered

A bill to extend the ban on alcoholic beverage advertising to tv, newspapers, magazines and periodicals has been proposed in the North Carolina house of representatives by Sneed High (Cumberland) and Harry Horton (Chatham). Existing law already prohibits liquor ads on outdoor posters and on radio.

"This will make all advertising media equal under the law," says Mr. High. Under terms of the bill, he says, "no person or company could broadcast, televise or permit to be broadcast any statement, speech, picture or any message by whatever name" that tends to advertise alcoholic beverages.

Brown, Friedman & Co. Bows

Brown, Friedman & Co., a new New Orleans agency, has opened offices in the National Bank of Commerce Bldg. Heads of the new agency are William Perry Brown Jr., J. Lee Friedman. Another member of the organization is Don P. Jacobs, former international sales and advertising representative for Miller Brewing Co., Milwaukee. Mr. Jacobs' headquarters will be in Gulfport, Miss., as Gulf Coast representative for the agency.

Central Adds 3 Accounts

Central Advertising Agency, Lima, O., has acquired three new accounts: Metropolitan Bank of Lima, Lennox Tool & Machine Builders, Lima, and W. C. Heller & Co., Montpelier, O., store fixture and display maker. The Heller account was previously handled by Rumsey & Associates, Albion, Mich. Central is a member of the Affiliated Advertising Agencies Network.

BAR-BE-CURITY—*Bauer & Black is offering a $4.49 bar-be-cue set for $2 to consumers with purchase of a Curity first aid product, as promoted in this floor stand.*

Waste King Sets Drive in Magazines, Trade Books

Waste King Corp., Los Angeles, will conduct a record advertising campaign this year. The appliance manufacturer will run six page ads in *Living for Young Homemakers*, and two-page ads in *American Home*, *House Beautiful* and *House & Garden*. Single page ads will appear in *BH&G's Home Improvement Ideas*, *BH&G's Kitchen Ideas*, *Home Modernizing Guide* and *Living for Young Homemaker's New Guide to Home Remodeling*.

Page ads also are scheduled in *Contractor*, *Domestic Engineering*, *Electrical Merchandising*, *Heating & Air Conditioning*, *Journal of Plumbing*, *Kitchen Business*, *Plumbing & Heating Business* and *Reeve's Journal*. Hixson & Jorgensen, Los Angeles, is the agency.

Abbott Labs Names Eight

Eight new appointments have been made in the ad department of Abbott Laboratories, North Chicago, Ill. William G. Chappell, formerly ad staff budget coordinator, has been named advertising research manager. Richard J. Dubourdieu, a copywriter since 1953, has been named institutional promotion manager; Richard T. Collignon, a copywriter since 1951, has been appointed antibiotics promotion manager, and Robert E. Ryan, a copywriter since 1953, has been named to the post of chemical promotion manager. Appointed product promotion managers are Dean Carson, John Taplin, John P. Wirtz and William R. Melhorn, all of whom joined Abbott as copywriters.

Kellogg Promotion Backs Sugar Frosted Flakes

Kellogg Co. is using *Life*, *Progressive Farmer* and several Sunday supplements in a current campaign for its Sugar Frosted Flakes. Color pages in *Life* and *Progressive Farmer* will be used through June and July. Vertical half pages in color are being used in *The American Weekly*, *Parade*, and *This Week Magazine*. Ads have already appeared in The Metro Sunday Comics Network, *Puck—The Comic Weekly*, and independent Sunday comics sections. Leo Burnett Co., Chicago, is the agency.

Fruit Festival Boosts C&H

California & Hawaii Sugar Refining Co., San Francisco, is currently running Fruit Festival promotions in selected markets promoting use of C&H sugar with various seasonal fruits. Keystones of the promotion are island end displays showing large glass bowls of fruit and illustrating six ways of using sugar with fruit. Regional trade papers are also being used. Honig-Cooper, Harrington & Miner, San Francisco, handles the account.

WILX-TV's B signal area, which includes Michigan's **GOLDEN TRIANGLE** of Jackson, Lansing and Battle Creek, ranks as the

11th LARGEST

POPULATION MARKET IN THE NATION*

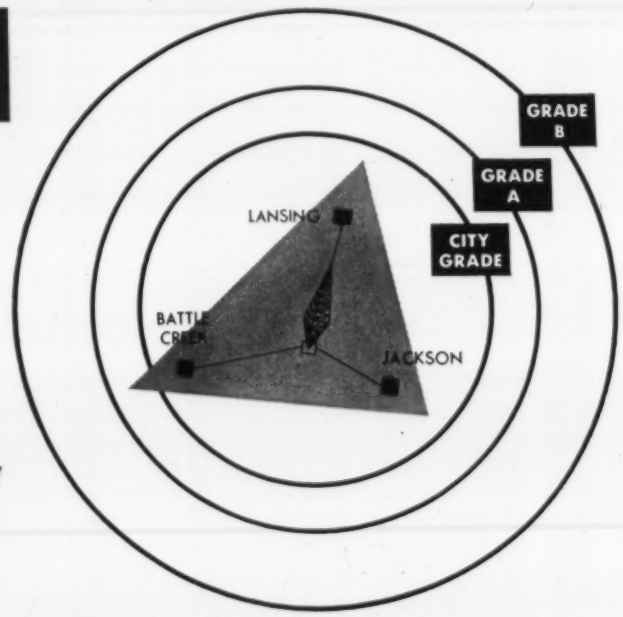
*(Based on SRDS Consumer Market Data)

1	New York	6	San Francisco-Oakland
2	Chicago	7	Boston
3	Los Angeles	8	Pittsburgh
4	Philadelphia	9	Washington D.C.
5	Detroit	10	St. Louis
11	GOLDEN TRIANGLE		

and...

the bulk of this buying population (Jackson, Lansing and Battle Creek —the Golden Triangle) receives a

CITY GRADE SIGNAL FROM



WILX-TV

Only WILX-TV can offer such powerful coverage in this rich, heavily populated market!

RIGHT NOW... is the time to contact
VENARD, RINTOUL & McCONNELL, INC.
for complete market information

NBC

WILX-TV
CHANNEL 10 SERVING MICHIGAN'S GOLDEN TRIANGLE

FTC-Beleaguered Ratke Signs Second Consent Settlement

WASHINGTON, May 12—The Federal Trade Commission has approved a consent order ending a false advertising case against I. G. Chemical Corp., New York, and David Ratke, New York agency executive, among others.

The settlement provides that I. G. Chemical and its officers are not to disseminate any ad which implies that Green Plasma, a lawn preparation, has been tested by the U. S. government or used on the lawn of the White House or the Capitol.

Altogether, FTC has issued during the past six months five separate complaints against seven corporations in which Mr. Ratke is an officer, including Parker Advertising, which he heads. One of the cases was settled March 30, with a consent settlement dealing with advertising for Seven Day Reducer by Staz-Set Inc., Parker Advertising, Mr. Ratke and Herman Liebenson.

The consent settlement for Green Plasma specifies that ads used by I. G. Chemical, Mr. Ratke, Mr. Liebenson and Monroe Gaine are not to imply that Green Plasma is a new scientific discovery, a plant food, or an effective fertilizer; that the supply is limited, the ingredients scarce, or that purchasers receive a free trial.

■ A consent agreement is for settlement purposes only and does not constitute an admission by the respondents that they violated the law. In reply to FTC's complaint against Green Plasma ads, I. G. Chemical and its officers had contended the same basic ingredients used in their product were tested by the federal government and used on the White House and Capitol lawns. The answer denied ads intended to imply the ingredients used in the government's test were tested and used under the Green Plasma tradename.

FTC charged that the product is essentially a dye, which washes off in the rain or bleaches in the sun and that, contrary to claims, it must be frequently reapplied. #

Borden Sets Summer Push for Instant Potatoes

Borden Foods Co., New York, has scheduled its first national campaign for Borden's Instant Whipped potatoes from May through Aug. 6. The product went into national distribution in March. Beginning May 17, a series of four monthly color ads will run in *This Week*, *Parade* and 17 independents. Full page ads will run in the June, July and August issues of *Reader's Digest*. Spot tv has been scheduled in 107 markets.

Campaign feature is a special offer in which the consumer sends in the Elsie pictures from two envelopes in the package. In return, Borden sends a coupon worth 35¢, which may be used either for another package of Borden's potatoes or a supply of fresh potatoes. Lennen & Newell, New York, is the agency.

Bulova Spring Campaign Called Company's Biggest

Bulova Watch Co., Flushing, N. Y., is in the midst of the biggest spring ad campaign in recent company history, promoting its thin waterproof watch, Sea King. Color pages are running between April 21 and June 16 in *Ebony*, *Life*, *Look* and *The Saturday Evening Post*. Sixty-four network tv commercials will run on five shows—"Bob Cummings Show," "M-Squad," "Cimarron City," "NBC News" and "Today." McCann-Erickson, New York, is the agency.

Our Evening Circulation is greater than ever*

*20,000 more
(city carrier delivered)
than the second evening newspaper in Wichita, Kansas.

The Wichita Eagle
Morning–Evening–Sunday
NOT A FORCED COMBINATION
represented nationally
by O'Mara & Ormsbee

Cook Bertram Hunter Southam Schneckenburger Whitehead Douglas Longmore Roach

GOOD SPEECH—*The Assn. of Canadian Advertisers speakers gave listeners much to talk about after a session. Discussing speeches are John W. Cook, Shawinigan Water & Power; George S. Bertram, Swift Canadian; Don Hunter, Maclean-Hunter Publishing Co.; R. W. Southam, Ottawa Citizen; M. Schneckenburger, The House of Seagram; Harry Whitehead, Kimberly-Clark, and out-going ACA president; Margaret Douglas, John Inglis Co., and D. E. Longmore and Hal Roach, both of McKim Advertising.*

Coca-Cola Co., 400 Bottlers Participate in Giveaway Drive

ATLANTA, May 12—Coca-Cola bottlers are currently engaged in a widespread giveaway promotion of king-size Cokes.

Coca-Cola Co.'s management recommended the promotion to its 1,100 bottlers early this year. So far, about 400 are participating, with more expected to join. The company pays about one-third of the cost of the promotion and supplies bottlers with promotion material.

Largest promotion by an individual bottler is going on in Chicago, where about 400,000 homes are receiving Cokes. Householders are offered the six-packs free; they are asked to pay only the bottle deposit. In addition, they also receive a coupon worth 15¢ on the next carton.

Little or no media advertising is being used in the promotion, Coke officials said, since in most instances the giveaways are confined to specific areas within the markets, and the advertising can't be localized to a sufficient extent. #

Shulton Plans Bronztan, Father's Day Campaigns

Shulton Inc., New York, will give away sun tan guides to purchasers of the regular size Bronztan cream or lotion. With the guide, a sunbather can gauge just how long to stay in the sun without burning, whatever the skin type. Ads will appear in June, July and August in *Holiday, Parents' Magazine* and *The Saturday Evening Post*, augmented by outdoor posters in resort areas. Spot radio campaigns are scheduled in 48 markets, and "Arthur Godfrey's Radio Show" (CBS-Radio) will be used throughout the peak season.

For Father's Day, Shulton will promote its Old Spice line in color pages in the *Christian Science Monitor, Life, Look*, and *The Saturday Evening Post*. The company will also introduce a $2 Old Spice travel set for Father's Day selling. A display contest for dealers will offer 10 cash awards with a top prize of $1,000. Wesley Associates, New York, is the agency.

Nutri-Bio Names McCarty

Nutri-Bio Corp., Beverly Hills, has named the McCarty Co., Los Angeles, to handle advertising and public relations for its food supplements. A print campaign will begin with a color page in *Life* May 25.

Lehman Shifted to Dallas

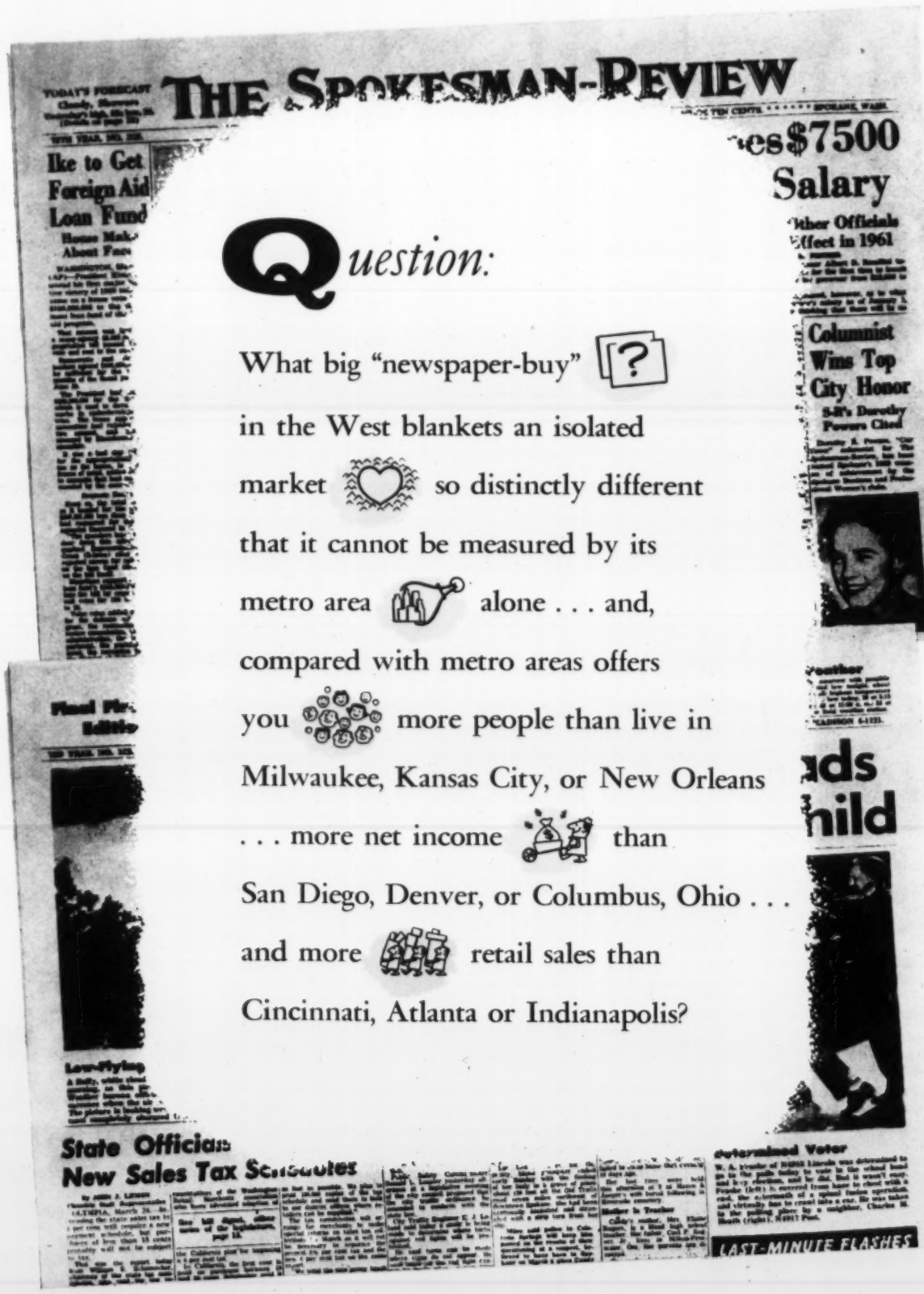
Herbert F. Lehman, account executive with Tracy-Locke Co., Houston, has been transferred to the agency's home office in Dallas. He has been with the agency since 1950.

Two Name Paul H. Raymer Co.

Paul H. Raymer Co. has been named national sales representative for KSAY, San Francisco radio station, and for KLIQ, Portland, Ore.

Cathey Joins 'Family Circle'

Sterling E. Cathey, formerly with Long Island Lighting Co., has joined *Everywoman's Family Circle*, New York, as assistant to the business manager, a new post.



Adams

Allen Dunham Tilston

Bosworth Venner Judges Silman Mannion

SO I SAID—*A break at the convention of the Assn. of Canadian Advertisers gives convention goers a chance to swap ideas and funny stories. Relaxing here are Fred Adams, Cockfield, Brown & Co.; W. H. Allen, Whitehall Laboratories; Peter Dunham, J. Walter Thompson Co.; Fred Tilston, Sterling Drug; Norman L. Bosworth, Canada Dry; J. A. Venner, MacLaren Advertising; Ronald A. Judges, Montreal Star; Fred H. Silman, Assn. of Canadian Better Business Bureaus, and E. J. Mannion, Thomson Newspapers.*

Smith Opens Own Studio

G. D. Smith, formerly an art director with McCann-Erickson, San Francisco, has opened his own art studio in San Francisco, at 802 Montgomery St., where he will specialize in graphic design and art consultation.

Boylhart, Lovett Gains Two

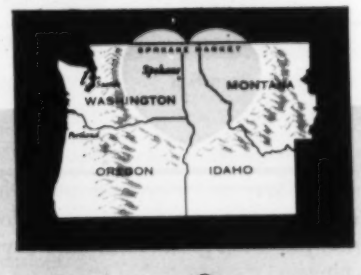
Boylhart, Lovett & Dean, Los Angeles, has been named to two new accounts: Tool Components Inc., Los Angeles distributor of metalworking tools and components, and Rio Hondo Savings & Loan Assn., South Gate, Cal.

Answer:

THE SPOKESMAN-REVIEW

Final Fireside Edition Spokane Daily Chronicle

they cover a market that is



4 times as big as it looks!

Total Spokane Market Population 1,164,900	Retail Trading Zone Population 678,900	Metropolitan Spokane Population 281,800
The Spokesman-Review and Spokane Daily Chronicle reach 5 out of 10 families.	*The Spokesman-Review and Spokane Daily Chronicle reach 7 out of 10 families.*	*The Spokesman-Review and Spokane Daily Chronicle reach more than 9 out of 10 families.*

All data: SRDS November 1958

Spokane's two big daily newspapers hand you a market larger than many leading metropolitan areas in the dollars their market's residents spend in all lines of merchandise. Spokane Market buyers spend more for food than residents of any but the top 18 metro areas in food sales, more for drugs and automotive products than any but the top 19 metro areas. And you sell ALL of this big mountain-ringed, isolated market – *which is 4 times as big as its metro area in population, income and sales* – with just one big "newspaper-buy" – The Spokesman-Review and Spokane Daily Chronicle. Be sure these two big daily newspapers are on all of your "A" schedules!

Spokane is a BURGOYNE Grocery and Drug Test City

THE SPOKESMAN-REVIEW
SPOKANE DAILY CHRONICLE

Cover the Inland Empire like the sunshine

1 out of every 2 families

Advertising Representatives: Cresmer & Woodward, Inc. Sunday Spokesman-Review carries Metro Sunday comics and This Week magazine.

Scandinavians Will Double Budget for Tourism Ads in U.S.

COPENHAGEN, May 12—Denmark's prime minister has asked the financial committee to double the appropriation for tourist propaganda in the U.S. from 69,200 crowns to 138,400 ($20,000).

Sweden and Norway have already doubled their appropriations for tourist publicity in the U.S.

It is planned to extend the Scandinavian joint tourist promotion campaign to the western U.S., where interest is growing since Scandinavian Airlines System began its flights in and out of Los Angeles. #

Drew Joins Coty Inc.

Wallace T. Drew, formerly vp and account supervisor with Cunningham & Walsh, has joined Coty Inc., New York, as marketing vp, a new title. Meanwhile, Coty has promoted Lester J. Koeppen to sales vp and Morgan D. Lefferdink to vp in charge of the wholesale division.

Haynes Leaves Cook

Don C. Haynes has resigned as advertising and sales promotion manager of the Cook Chemical Co., Kansas City, which produces Real-Kill insecticides. He has not announced future plans. The company said no successor has been chosen.

North Promotes Stampleman

Robert Stampleman, head of the radio-tv department of North Advertising, Chicago, has been promoted to account director on the Toni Deep Magic facial cleansing lotion account. The brand is now testing.

Briggs Joins C&W, Detroit

Walter O. Briggs III, formerly with the marketing department of The Mercury-Edsel-Lincoln division of Ford Motor Co., Detroit, has joined the Detroit office of Cunningham & Walsh.

Barnett Opens Own Shop

Stanley A. Barnett, formerly with Amos Parrish & Co., has opened a marketing and sales promotion consulting company, Stan Barnett Associates, 131 Woodlands Ave., White Plains, N. Y.

TEST RUNS

Try 'em before you buy 'em
A few hundred in full size and full color—quick!

Put Punch In Point-of-Purchase

POINT OF PURCHASE COMMITTEE • 5PPA

Copywriters . . . Advertising managers . . . Radio and TV writers . . . Account executives . . . Art directors . . . Promotion managers . . . Copy group heads . . . General agency management executives . . . Marketing and research executives . . . Brand managers

Hooper White

Walter Weir

Announcing: 2nd Annual Summer Workshop in Creative Advertising

"Advertising Age" to sponsor second annual summer workshop in Creativity in Advertising—covering both print and broadcast—at Palmer House, Chicago, Aug. 5-8. Workshops not in any sense a convention—sessions will feature "all-star cast" of 29 famed creative advertising, television and radio authorities in a concentrated three-day postgraduate review of creative advertising methods and techniques.

The "Advertising Age" Summer Workshop on Creativity in Advertising is the answer to an important need of creative advertising people of all kinds for serious workshop sessions which are devoted exclusively to the creative aspects of advertising—both print and broadcast.

The workshop is in no sense a convention, nor is it designed to appeal to novices in advertising. It aims at satisfying the needs of experienced advertising practitioners and creative people who want:

1. An opportunity to review, critically and analytically, the outstanding consumer advertising, in both print and broadcast media, of the past year.
2. An opportunity to check on new techniques and new ideas in both print and broadcast which have not yet gained general currency, and to pick up the creative notions of acknowledged experts.
3. An opportunity to spend three uninterrupted days with other creative advertising practitioners from all sections of the country, and to swap ideas and suggestions with them.

Faculty Composed of Experts

The Creative Advertising Workshop is under the general supervision of S. R. Bernstein, editorial director of Advertising Age, and will be conducted under the personal direction of Dr. Steuart Henderson Britt.

Dr. Britt is professor of marketing at Northwestern University, editor of the *Journal of Marketing*, and author of numerous textbooks and articles. He is a well known advertising executive and authority on marketing and research, having been vice-president and director of research of Needham, Louis & Brorby, and manager of the research and merchandising departments of McCann-Erickson, New York.

The "faculty" of the Creative Advertising Workshop is one of the most distinguished ever gathered together—a real galaxy of experts. Take a look at their names and subjects on the facing page—then visualize for yourself the information and inspiration you could gather from three days spent in their company!

S. R. Bernstein

Steuart Britt

The Creative Advertising Workshop will be housed in the completely air-conditioned Palmer House in downtown Chicago, with some sessions held in the studios of WGN-TV.

Admen planning to bring their families will find excellent accommodations for a recreational weekend, but are reminded that—as can be seen from the detailed program on the facing page—the seminar calls for practically all of their time during the three days of sessions.

Fee Covers Meals, Materials

Total cost of the Creative Advertising Workshop is $110 per participant. This fee covers over three full days of sessions, five meals (three luncheons, two dinners), and a Creative Advertising Workbook which will include reproductions of printed advertising which is discussed, identification material on radio and television material presented, program and space for participants' notes—enabling workshop members to carry back with them as detailed a summary of the sessions as they care to develop.

Accommodations at the Palmer House (not included in registration) are available at varying rates, and registrations should be made directly with the hotel. Detailed hotel information and registration cards will be sent promptly to applicants requesting them.

Applications are accepted strictly in the order of receipt, and since it was necessary to turn away more than 40 late applicants last year because of lack of facilities, it is suggested that the accompanying coupon be returned promptly.

Check Seminar Content—Then Act!

Look carefully at the detailed program for the three-day Creative Advertising Workshop on the opposite page. Study the distinguished "faculty." Note the down-to-earth, practical character of the subjects which are to be discussed, and the considerable amount of new material which will be presented.

Note especially how the workshop is organized so as to provide the broadest possible creative stimulation and information for *everyone* interested in creative advertising—copywriters, radio and TV as well as print—art directors—advertising managers—account executives—producers and supervisors of radio and TV commercials . . . *everyone* who has an interest in the creative advertising process will benefit from these intensive workshop sessions.

Here is a real chance to recharge your creative batteries—to learn the newest techniques and devices—to review the best of the past year—to spend three exciting, stimulating, idea-full days with a corps of experts on all phases of creative advertising—to cross-fertilize your notions and ideas with other creative advertising people in an atmosphere free from the usual distractions of business.

For three of the most exciting, most stimulating, most worth-while days you ever spent . . . send back the coupon now.

What Last Year's Attendants Have to Say

ENTHUSIASTIC—"I sent four people from my department and they all came back giving enthusiastic reports about the sessions"—**Douglas L. Smith,** ad and merchandising director, S. C. Johnson & Son, Racine, Wis.

BEST EVER—"I've attended a lot of advertising meetings and conferences during the past 15 years but none as productive as the first Ad Age Creative Workshop. Bringing five people from Greenville to Chicago was an expensive proposition but the clinic was worth the time and expense"—**James C. Henderson,** president, Henderson Advertising Agency, Greenville, S. C.

HELPFUL—"I do not know of anything that could have been more helpful"—**W. M. Schmitt,** gen. mgr., ad dept., Sun Oil Co., Philadelphia.

ANXIOUS—"I felt the Workshop was excellent and I'm most anxious to attend next year"—**John Forney,** Robert Luckie & Co., Birmingham, Ala.

TELLING ALL—"Congratulations on a most successful workshop. I found the investment of time and money paid off and I am making it a point to tell all my clients and a number of people that if there is such a workshop next year they should rush their check to you the minute the thing is announced"—**Edgar Kobak,** consultant, New York.

REWARDING—"Attending the Workshop was such a rewarding experience, I simply had to congratulate Advertising Age for making it possible"—**E. D. Brotsos,** pres., Edward J. McElroy Advertising, Los Angeles.

WONDERFUL—"Workshop as a whole: wonderful . . . wonderful . . . wonderful"—**Donald R. Holland,** Graceman Advertising, Hartford, Conn.

FINEST—"By every measure, this has been the finest thing I have ever attended in the advertising business."—**Wesley Aves,** pres., Wesley Aves & Associates, Grand Rapids, Mich.

Wm. D. Tyler

Bergen Evans

E. B. Weiss

Janet Wolff

Hubbell Robinson Jr.

Saul Bass

Fairfax M. Cone

Check This Stimulating, Practical, Idea-Filled Curriculum

WEDNESDAY, AUGUST 5
The Creative Problem

5 to 7:30 p.m. **REGISTRATION AND INFORMAL GET-TOGETHER**

7:45 p.m. **WELCOME. G. D. Crain, Jr.,** Publisher, *Advertising Age*

7:50 p.m. **EXPLANATION OF PROGRAM. Dr. Steuart H. Britt,** Dir. of Workshop

8 p.m. **THE ESSENCE OF THE CREATIVE PROBLEM**

A 20-minute full-color sound motion picture produced by Foote, Cone & Belding for General Foods Corp. The film depicts the problems which face the writer of advertising in making an impression on the consumer, and the difficulties of piercing the shell with which the consumer is surrounded.

8:20 p.m. **HOW TO BECOME MORE CREATIVE THAN YOU ARE. William D. Tyler,** Executive Vice President, Benton & Bowles, New York

One of the leading authorities on effective advertising . . . selector of the "Top Ten" campaigns of the month for Advertising Age . . . former Chairman of the Plans Board of the Leo Burnett Company, Chicago . . . Mr. Tyler tells you how to be even more creative.

THURSDAY, AUGUST 6
The Creative Background to Advertising

9:10 to 10 a.m. **THE CHANGING CHARACTERISTICS OF YOUR MARKETS. Prof. Philip M. Hauser,** Chairman Dept. of Sociology, University of Chicago.

Everyone has used the expression, "It's a changing world." An expert on population offers some surprising information about tomorrow's markets that could make a real difference if you are putting new products "on the map."

10 to 10:50 a.m. **IF I WERE AN ADVERTISING COPYWRITER. Charlotte Montgomery,** author, "The Woman's Viewpoint."

Writer and lecturer, columnist and editor for *Good Housekeeping* magazine, Mrs. Montgomery is one of the most cogent commentators on the American consumer, her wants and desires, and how to influence her and her family. A former columnist for *Tide* magazine and the wife of an advertising man, Mrs. Montgomery talks about consumers in terms ad writers can understand.

11 to 11:50 a.m. **WHAT'S THAT YOU SAID? Bergen Evans,** Professor of English, Northwestern University.

Here one of America's top authorities on words, their meanings, implications, and connotations, tells how to make sure your words say exactly what you want them to say. Professor Evans is author of *A Dictionary of Contemporary Usage,* and *The Natural History of Nonsense,* as well as the conductor of "The Last Word" television program and the authority behind a number of quiz shows.

12:15 p.m. **LUNCHEON**

There are no speakers and no head tables at the five luncheon and dinner sessions included in the seminar. These periods are specifically set aside for informal conversation and discussion by Workshop participants and "faculty members."

1:45 to 2:30 p.m. **NON-VERBAL SYMBOLS CAN MAKE OR BREAK YOUR ADVERTISING. Pierre Martineau,** Director Marketing & Research, *Chicago Tribune.*

Author of *Motivation in Advertising,* Mr. Martineau is a militant exponent of the contention that words are not the only things an advertising writer has to work with—that visual symbols and "impressions" or "images" are more vital than just plain words.

2:30 to 3:15 p.m. **HOW TO PUT CREATIVITY INTO YOUR MERCHANDISING APPROACH. E. B. Weiss,** merchandising consultant, Doyle Dane Bernbach, New York.

An outstanding authority on merchandising, *Advertising Age* columnist, and director of "Merchandising Idea File," Mr. Weiss shows how today's new concepts of creative merchandising can help you plan more effective selling campaigns.

3:15 to 4 p.m. **BEAUTIFUL ADS AIN'T ALL! LeRoy King,** Editor, *Food Topics,* New York.

A hard-boiled former supermarket operator with a superior flair for grocery marketing takes you behind the scenes in retailing. He shows you how to make sure your advertising campaigns earn cooperation and support on the selling floor.

4:15 to 5 p.m. **HOW TO ADVERTISE TO WOMEN. Janet Wolff,** Copy Group Head, J. Walter Thompson Co., New York.

One of America's famed copywriters and author of *What Makes Women Buy* passes on to you the things she has learned about appealing to women. An outstanding presentation by an outstanding creative personality.

5:30 p.m. **INFORMAL SOCIAL HOUR AND DINNER. NO SPEAKER**

8 to 10 p.m. **ARE THESE TV COMMERCIALS TOPS OR FLOPS?**

One of the most outstanding panels of broadcast creative people ever assembled! They will view scores of specially selected commercials and give their candid opinions on how effective they are and how well they sell. *The* outstanding review of the year of current television commercials.

The panel is under the direction of **Harry Wayne McMahan,** special consultant to advertisers and agencies on TV commercials; former vice president in charge of TV commercial operations, Leo Burnett Co., Chicago. Members of the panel include: **Bea Adams,** Vice President and Director of Special TV Projects, Gardner Advertising Co., St. Louis; **Robert L. Foreman,** executive vice-president and Director TV Projects (and in charge of all creative services), Batten, Barton, Durstine & Osborn, New York; **Jack Sidebotham,** Television Art and Copy Supervisor, Young & Rubicam, New York; and **Ed Graham, Jr.,** President, Goulding-Elliott-Graham Productions, New York and creator of "Bert and Harry" commercials.

FRIDAY, AUGUST 7
Creative Ideas in Broadcasting

(Today's program under the general direction of **Hooper White,** Radio-TV Producer, J. Walter Thompson Co., Chicago)

9 to 10 a.m. **HOW TO CREATE EFFECTIVE RADIO COMMERCIALS. Kensinger Jones,** Vice President and TV-Radio Director, Campbell-Ewald Co., Detroit.

Well qualified to talk about radio, Kensinger Jones has written more than 400 dramatic radio shows, and hundreds of radio commercials. Come and hear what he has learned about radio commercials and what you can do to improve yours.

10 to 11 a.m. **HOW TO TURN PRINT ADVERTISING INTO TV ADVERTISING AND VICE VERSA. Kenneth C. T. Snyder,** Vice-President and TV-Radio Creative Director, Needham, Louis & Brorby, Chicago.

More and more often it becomes necessary to "translate" an advertising series or theme from print to TV or the other way around. A man who has tackled the problem for several top advertisers supplies some not-too-obvious solutions.

11 to 12 noon **WHAT I HAVE LEARNED ABOUT GAINING AND HOLDING ATTENTION ON TV.** Hubbell Robinson Jr., CBS-Television Executive Vice-President in Charge of Network Programs.

A thoughtful examination, with illustrations, of the mutual problems facing advertisers, agencies and producers in achieving high rating shows.

12:15 p.m. **LUNCHEON. NO SPEAKER**

2 to 3 p.m. **WHAT YOU CAN DO WITH A LIVE CAMERA. Jack Baxter,** President, Creative House, Chicago.

Are you camera shy? Do you know all the things a TV camera can do? Watch an exciting demonstration with live cameras and live actors. These are tricks of the trade that everyone who writes or okays a TV script ought to know.

3 to 4 p.m. **TV COMMERCIALS DON'T HAVE TO BE EXPENSIVE. Walter Colmes,** Colmes-Werrenrath Productions, Glenview, Ill.

Are you convinced that to have an effective TV commercial you must spend multiple thousands of dollars on film productions? Let this winner of 51 awards show you how effective commercials can be produced for less than $2,000.

4 to 5:30 p.m. **DOES EUROPE PRODUCE BETTER TV COMMERCIALS THAN WE DO? Andre Sarrut,** President, Telefranc, Paris, France; and **Valentino Sarra,** President, Sarra, Inc., New York.

A leading film producer whose work has won international acclaim is flying to Chicago from Paris to show you the best Europe has to offer. He is followed by a leading American producer, who is out to prove that the U.S.A. isn't ready to take a back seat to anyone. Hear their story. See their films. Then you decide.

6:00 p.m. **INFORMAL SOCIAL HOUR AND DINNER. NO SPEAKER**

8:15 to 9:30 p.m. **HOW TO MAKE ADVERTISING MORE ARTISTIC. Saul Bass,** Art Consultant, Hollywood.

In the creative field, every once in a while someone comes up who rises head and shoulders above the crowd. Such a creative genius is Saul Bass. You've seen his tremendous artistry in the handling of the epilogue for "Around the World in 80 Days," and his designs for "The Man with the Golden Arm." His creative artistry set new standards for Hollywood. Indeed a 4-star attraction.

SATURDAY, AUGUST 8
Creative Ideas in Print

(Today's program under the general direction of **Walter Weir,** Executive Vice-President. Donahue & Coe, Inc., New York)

9 to 9:50 a.m. **CREATIVITY IN ADVERTISING ART. Stephen Baker,** Senior Art Director and Group Head, Cunningham & Walsh, Inc., New York.

One of the top art directors of our time, and author of *Advertising Layout and Art Direction* just published by McGraw-Hill, Mr. Baker has an intimate knowledge of the essential welding process of art and copy in print advertising. His amply illustrated discussion is a *must* for creative writers.

10 to 12 noon **ARE THESE ADS TOPS OR FLOPS?**

An outstanding "return engagement," with a new panel. Some 50 advertisements representing a wide variety of consumer print campaigns will be circulated in advance to a panel of experts for scoring on a point basis. At this session you will score the same ads, to see how your opinions differ from those of the experts. All ads will be discussed, with emphasis on advertising fundamentals, and on approaches which will strengthen campaigns and provide basic strategy for creative people. Members of the panel will include:

Walter Weir, Executive Vice-President, Donahue & Coe, Inc., New York, chairman; **Draper Daniels,** Executive Vice-President in Charge of Creative Services, Leo Burnett Co., Chicago; **Hal Stebbins,** President, Hal Stebbins, Inc., Los Angeles; **Arthur F. Jones,** Manager of Creative Department, Cockfield, Brown & Co., Toronto; **Margot Sherman,** Vice-President and Chairman of Creative Plans Board, McCann-Erickson, Inc., New York.

12:15 p.m. **LUNCHEON**

1:15 to 2:15 p.m. **PRINT CAMPAIGNS I WISH I HAD DONE—AND WHY. Fairfax M. Cone,** Chairman of Executive Committee, Foote, Cone & Belding.

Another "repeat" of an outstanding presentation at the first Creative Workshop. A famous advertising "pro" takes a look at the past year's advertising and presents some of his favorites. Which ads do you think he'll select?

2:15 to 2:30 p.m. **SUMMARY OF CONFERENCE AND ADJOURNMENT**

Enroll me for the ADVERTISING AGE SUMMER WORKSHOP ON CREATIVITY IN ADVERTISING. My check for $110, covering complete registration fee, including attendance and participation in all meetings and the cost of three luncheons and two dinners on Aug. 6, 7 and 8, is enclosed. (Or bill me ☐; bill my company ☐).

Name (please print or type) _____

Title _____

Company _____

Address _____

STREET CITY ZONE STATE

MAKE YOUR CHECK PAYABLE TO SUMMER WORKSHOPS, AND MAIL TO SUMMER WORKSHOPS, c/o Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

If you want information and reservation forms for the Palmer House during the Workshop, check here ☐

Duffy, McClure Adds Account

Union Malleable Mfg. Co., Ashland, O., has appointed Duffy, McClure & Wilder, Cleveland, to handle its advertising, publicity and sales promotion. A national program in industrial publications will announce Union's new Poly-Plus inserts for flexible plastic pipe.

Oil Base, Merit Name Shaw

Oil Base Inc., Compton, Cal., maker of Black Magic oil drilling mud, and Merit Products Inc., Culver City, Cal., maker of Sand-O-Flex and Grind-O-Flex flexible abrasive wheels, have appointed Shaw Advertising, Los Angeles, to handle their advertising, sales promotion and publicity.

***If you want to sell more* household furnishings,** go where every page is full of ideas that sell: Better Homes & Gardens, the family *idea* magazine. It's impossible to leaf through any issue without finding hundreds of ideas that sell BH&G's home-centered readers on going out to shop and then to *buy*. Five out of ten BH&G average-issue readers live where new furniture was bought during a one-year period—nearly 30% better than the nonreader record!

Source: BH&G-Politz—12 Months' Study, 1956

During the year 1/3 of America reads **Better Homes and Gardens** *. . . the family idea magazine*

Industry's No. 1 Marketplace

where 12,252 Advertisers now have their products 'Registered' for continuous selection by American Industry

● Industry's No. 1 Marketplace offers you a sales potential unmatched in buyer-seller traffic, unequalled in sales producing inquiries . . . booming in direct buying action.

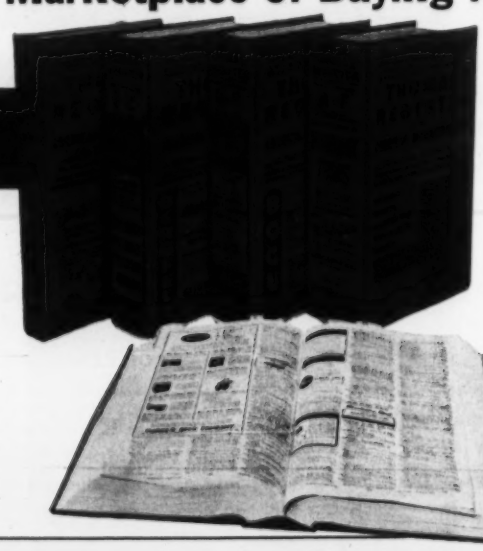
The 50th Annual Edition will exceed any previously published, both in comprehensiveness, scope and value to its paid subscribers.

This edition will constitute the most complete and detailed summary of U. S. industry ever published . . . over 100,000 manufacturers listed within the 10,000 pages of Buying Information.

Here users will find it easier than ever before to decide which products to buy . . . which sources to contact.

Make sure that YOUR products will have front line attention in

Industry's No. 1 Marketplace of Buying Action!



Thomas Publishing Co.
461 Eighth Avenue • New York 1
Telephone: OXford 5-0500

AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

THOMAS REGISTER

50th ANNUAL EDITION

Stewards Kick Off Drive For New Members Free Trips To LAS VEGAS For Applicants

DRIVE—*Taking a leaf out of the promotion books of consumer and industrial advertisers, Aero Mechanics, the union of Boeing Airplane Co., Seattle, employes affiliated with the International Assn. of Machinists, is offering a trip to Las Vegas or a $500 U.S. savings bond as part of a three-month drive to increase its membership.*

'Harper's Magazine' Boosts Rate Base to 200,000

Harper's Magazine will boost its guaranteed circulation from 185,000 to 200,000, effective with the October issue. New rates will also be in effect at that time. A page will cost $1,675 for one time, compared with the present rate of $1,500.

Curran Joins Raytheon

Martin B. Curran has been named advertising and sales promotion manager of the government equipment division of Raytheon Mfg. Co., Waltham, Mass. He formerly was on the advertising and sales promotion staff of General Electric Co.

Bayless-Kerr Adds Two

Bayless-Kerr Co., Cleveland agency for American MonoRail Co. and Murray Ohio Mfg. Co., has been named to handle public relations as well as advertising for both companies, which have their headquarters in Lawrenceburg, Tenn.

Poorman, Butler Gains One

Forse Corp., Anderson, Ind., manufacturer of laundry and dry cleaning machinery and equipment, has appointed Poorman, Butler & Associates, Muncie, Ind., to handle its advertising. Forse uses trade papers and direct mail.

Ward Optical Names Hayden

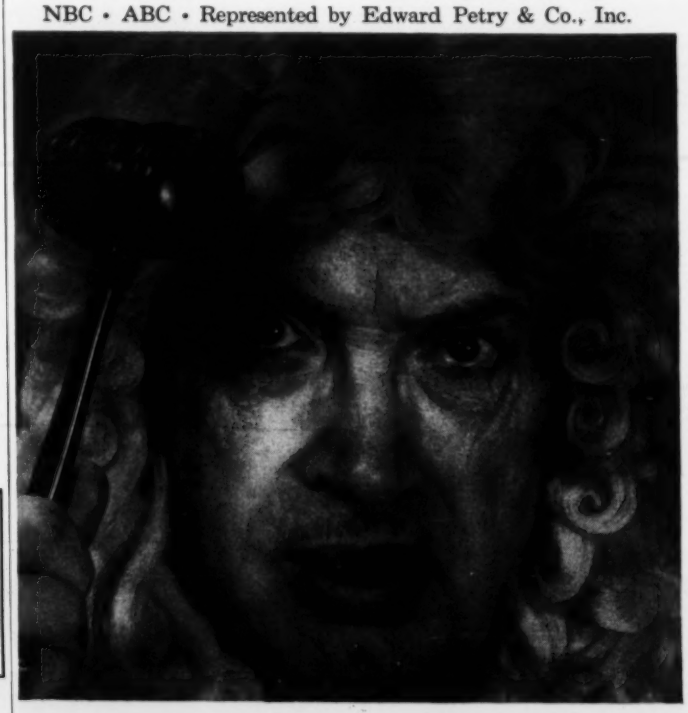
Ward Optical Mfg. Corp., North Arlington, N. J., has appointed Hayden Advertising Inc., Montclair, N. J., for advertising and sales promotion.

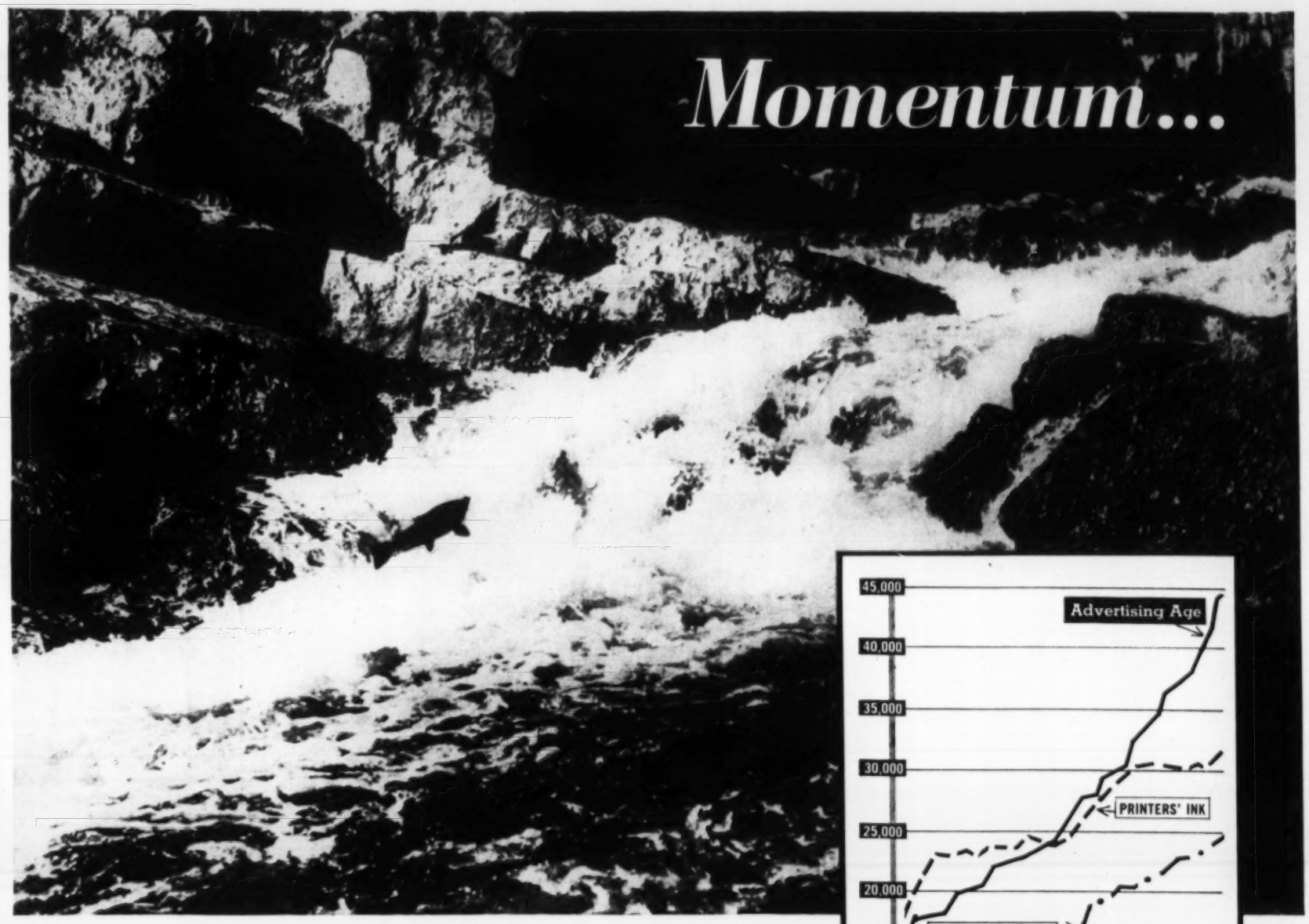
"Ten years

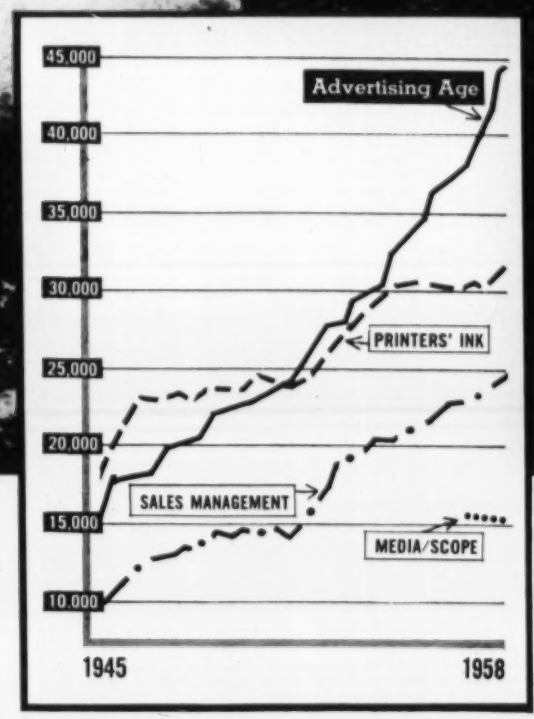
of hard labor!" Hard labor to corner the top studios' best feature films. Hard labor to create provocative, headline-making local programming. Hard labor to present more news more dynamically. Yes, ten years of hard labor have made WJAR-TV far-and-away the number one station in the PROVIDENCE MARKET. Now, on its tenth anniversary, WJAR-TV looks forward happily to serving another sentence.

10th Anniversary of CHANNEL 10
WJAR-TV
Cock-of-the-walk in the PROVIDENCE MARKET

NBC • ABC • Represented by Edward Petry & Co., Inc.







...to get where you want to go

44,313 average total paid circulation—*up* 2,352 from June, '58, *up* 3,884 from Dec., '57... *up* 4,883 from June, '57

... ABC figures document the growing momentum of Advertising Age!

It takes momentum like this to keep pace in advertising today.

It takes this momentum to carry your sales story to more and more executives involved in advertising decisions.

It takes this momentum to get your sales story over the rocks of resistance —to executives too busy, too preoccupied, too pressed to be reached effectively by salesmen, direct mail or other media alone.

There is no other publication in the general advertising-marketing field today that can come close to matching Ad Age's power for sales penetration, its circulation to saturate your prospects in the advertising field, its acceptance that catalyzes buying action among important prospects.

important to important people

ABC
ABC
NBP

Ad Age has it. It's waiting to go to work for you.

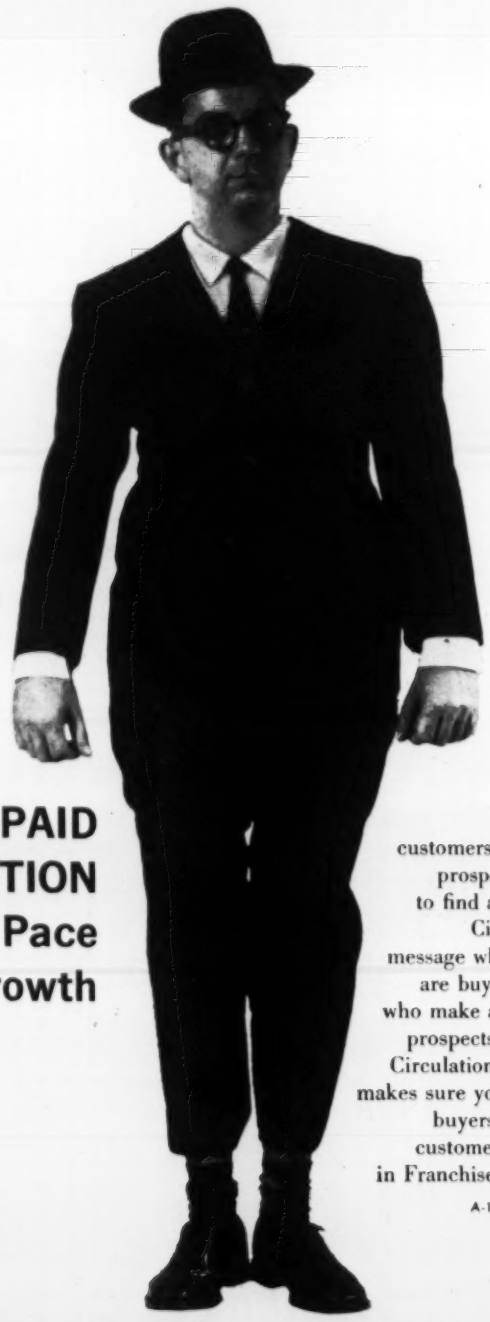
200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

1 Year (52 issues) $3

***If you want to sell more* food products,** go where every page is full of ideas that sell: Better Homes & Gardens, the family *idea* magazine. If you want to make a sale, there's nothing so powerful as an idea. Year after year, BH&G serves up more editorial lines devoted to ideas about foods and nutrition than any other magazine, weekly or monthly. And every page says, in effect, "*You* can do this, too!"

During the year 1/3 of America reads **Better Homes and Gardens** *. . . the family idea magazine*

Your best industrial prospects are growing



FRANCHISE-PAID CIRCULATION Keeps Pace With Growth

Growing plants make better customers for you. Growth means new prospects—new buying influences to find and convince. Franchise-Paid Circulation magazines put your message where your market is. Readers are buyers, hand-picked by the men who make a living selling them. As new prospects come along, Franchise-Paid Circulation spots them, evaluates them, makes sure your ads get to the worthwhile buyers. *Results:* Ad contacts match customer growth when you advertise in Franchise-Paid Circulation magazines.

A-17-59

Franchise Circulation gets magazines to the men who buy.

Distilled Writing gets magazines read.

THE INDUSTRIAL PUBLISHING CORPORATION
812 Huron Road • Cleveland 15, Ohio • SU 1-9620
NEW YORK • CHICAGO • LOS ANGELES • LONDON

Department Store Sales . . .

Sales Rise 14% in Week Ended May 9

WASHINGTON, May 14—Department store sales across the nation during the week ended May 9 were 14% above sales for the similar week of 1958, the Federal Reserve Board reported today.

For the four weeks ended that date, sales were 8% ahead of 1958 as were the year-to-date figures.

■ Of the 12 FRB districts, no figure is available for New York. The other districts reported gains as follows for the week: Boston, 6%; Philadelphia, 7%; Cleveland, 19%; Richmond, 15%; Atlanta, 17%; Chicago, 20%; St. Louis, 23%; Minneapolis, 14%; Kansas City, 14%; Dallas, 8%, and San Francisco, 15%.

A detailed breakdown for the May 9 week will be available early next week. For the prior two weeks, sales were as follows:

Federal Reserve District, Area, and City	% Change from '58 Week Ending April 25	May 2
UNITED STATES	+ 4	+ 8
Boston District	+ 6	+ 6
Metropolitan Areas		
Boston	+ 9	+ 6
Downtown Boston	+ 2	0
Suburban Boston	+22	+17
Cambridge	+ 3	+ 9
Quincy	+29	+10
Lowell	— 3	+ 2
City		
Springfield	— 4	+10
New York District	*	*
Metropolitan Areas		
Buffalo	— 1	— 1
New York-N. E.		
New Jersey	*	*
Newark	*	*
New York	*	*
Rochester	r+ 9	+ 2
Syracuse	+ 4	+ 4
Philadelphia District	— 1	— 1
Metropolitan Areas		
Wilmington	r+12	+ 3
Trenton	+ 4	+26
Lancaster	r+55	+13
Philadelphia	r— 7	— 6
Reading	+ 9	+ 6
Scranton	r 0	0
Wilkes-Barre—Hazleton	+ 3	+ 3
Cleveland District	+ 1	+ 6
Metropolitan Areas		
Lexington	—15	— 5
Canton	+ 7	+19
Cincinnati	— 6	— 7
Cleveland	+ 3	+ 8
Downtown Cleveland	— 1	+ 6
Columbus	+10	+11
Springfield	+14	+ 6
Youngstown	+10	+13
Erie	+ 7	+ 8
Pittsburgh	— 1	+ 4
Downtown Pittsburgh	— 2	+ 3
Wheeling-Steubenville	0	+ 5
Richmond District	+ 1	+ 1
Metropolitan Areas		
Washington	+ 6	+10
Downtown Washington	— 1	+ 2
Baltimore	— 4	— 4
Downtown Baltimore	—10	—18
Richmond	— 3	— 7
Atlanta District	+ 2	r+ 3
Metropolitan Areas		
Birmingham	+ 3	— 9
Mobile	—11	+ 6
Jacksonville	+ 3	+31
Miami	+ 5	+ 4
Downtown Miami	+ 4	+ 5
Atlanta	— 1	+ 2
Augusta	— 3	+ 7
Columbus	+ 7	—23
New Orleans	— 2	*
Knoxville	+ 7	+ 4
Chicago District	r+ 7	+10
Metropolitan Areas		
Chicago	+ 3	+ 5
Indianapolis	+14	+13
Detroit	+14	+14
Grand Rapids	+10	+13
Milwaukee	+ 6	+ 8
St. Louis District	+ 2	+12
Metropolitan Areas		
Little Rock	— 6	+ 1
Louisville	— 2	+ 7
St. Louis	0	+10
Memphis	+11	+35
Minneapolis District	+ 3	+ 4
Metropolitan Areas		
Minneapolis-St. Paul	+ 3	*
Minneapolis and Suburbs	+ 3	*
St. Paul	+ 6	— 3
Cities		
Duluth-Superior	+ 7	+ 4
Kansas City District	r+ 9	+13
Metropolitan Areas		
Denver	+ 8	+22
Topeka	+13	+ 2
Wichita	— 8	— 2
Kansas City	+11	+11
Downtown Kansas City	— 4	+ 1
St. Joseph	+ 2	0
Lincoln	r+18	— 7
Albuquerque	+19	*
Oklahoma City	+ 5	+11
Tulsa	+18	+44
City		
Joplin	+ 5	— 1
Dallas District	+ 9	+14
Metropolitan Areas		
Dallas	+20	+37
El Paso	0	+17
Fort Worth	+12	+17
Houston	+20	+ 7
San Antonio	— 3	+11
San Francisco District	+ 4	+ 6
Metropolitan Areas		
Los Angeles-Long Beach	— 1	+10
Downtown Los Angeles	— 7	+ 6
Westside Los Angeles	— 6	+ 7
Sacramento	+19	+ 5
San Diego	+ 6	+10
San Francisco-Oakland	+ 4	+ 3
San Francisco City	+ 2	+ 2
Oakland	+ 2	— 2
San Jose	+17	+14
Portland	+ 6	+ 6
Salt Lake City	+18	+14
Seattle	+ 3	+ 2
Spokane	+ 7	+ 1
Tacoma	+11	+ 3

r—Revised. *Data not available.

WTOD Joins CBS Radio

WTOD, Toledo, formerly an affiliate of Mutual, will affiliate with CBS Radio, effective May 24. CBS hasn't had an affiliate in Toledo for many years.

Send for these Free Market Facts

(CLIP THIS AD AND MAIL WITH YOUR LETTERHEAD)

Air Conditioning & Refrigeration
☐ The Refrigeration & Air Conditioning Wholesaler, #147R.
☐ A Study Of Firms Engaged in The Business Of Air-Conditioning, Heating & Commercial Refrigeration, #169R.
From: REFRIGERATION AND AIR CONDITIONING BUSINESS

Fluid Power
☐ Market Study For Fluid Lines & Cylinder Tubing.
☐ Market Study For Valve Solenoids.
From: APPLIED HYDRAULICS AND PNEUMATICS

Power Transmission
☐ A discussion of the markets for gears, speed reducers, bearings, couplings, clutches and other power transmission devices, #221D.
From: POWER TRANSMISSION DESIGN

Material Handling
☐ How Does Industry Buy Material Handling Equipment In Cleveland, #230F.
☐ Material Handling Reader Response Study, #163F.
From: MATERIAL HANDLING ENGINEERING

Office Products
☐ The Characteristics Of The Market For Office Equipment, #144M.
From: MODERN OFFICE PROCEDURES

Precision Castings
☐ Correlation Of Die Casting Sales To Inquiries, #174P.
☐ Precision Metal Molding Production Data Book for 1958, #143P.
From: PRECISION METAL MOLDING

Industrial Safety
☐ Market For Floor Cleaning Machines.
☐ Market For Safety Equipment.
From: OCCUPATIONAL HAZARDS

Welding
☐ A Study of 1093 Of The Nation's Leading Independent Welding Supply Distributors, #237W.
☐ Welding — Study Of Reader Buying Power, #189W.
From: INDUSTRY & WELDING

Marketing Department
THE INDUSTRIAL PUBLISHING CORPORATION
812 HURON ROAD · CLEVELAND 15, OHIO

A-18-59

EARLY TIMES SHOWS WOMEN—*Still another major distiller, Brown-Forman Distillers Corp., Louisville, has started using women in its ads. Campaign starts this month in Life, Newsweek, Sports Illustrated and True. Erwin Wasey, Ruthrauff & Ryan, is the agency.*

Merchandising Aid Is Given Dailies in Ohio Oil Sweepstakes

(*Continued from Page 2*)

scribed the merchandising plan as "an area where agencies and advertisers have been negligent."

The plan includes a kit about the Marathon sweepstakes, sponsored by the Ohio Oil Co., Findlay, O., plus a schedule of possible events in which the newspapers can participate and a series of concrete suggestions for merchandising. The company will spend more than $250,000 for the eight-week drive in newspapers, radio and outdoor postings.

■ "If we attach any importance to media merchandising," he told some 50 members of the organization, "let's tell 'em what we expect of them. They'll appreciate it."

He said no agency gives the newspapers anything concrete on which to establish a merchandising plan.

"We just tell them to merchandise the ad campaign, and that's all," he said. "We should also give them direction, and we must be reasonable in requesting them to attempt certain things, mainly because of editorial policy."

Among some of the suggestions are letters to dealers, advance proofs of ads to dealers, stories announcing the Marathon sweepstakes, stories and photos of some winners, telegrams to dealers on kick-off of the ad campaign.

■ Other suggestions include personal calls on dealers; meetings with Marathon dealers; copies of newspapers with first ads sent to dealers for display purposes, and printing of identification stickers for dealer windows to call attention to the ads.

The newspapers finally were asked to send a report on their merchandising efforts for the Ohio Oil to Ayer in order to help improve future merchandising suggestions. A report form on merchandising is included in the kit, as are suggested stories, telegrams, letters, etc.

The Marathon sweepstakes will run for eight weeks, with customers permitted to call, write or phone their registration without being compelled to buy anything at the service stations. Every Monday morning the first customer of the day will be invited to pull out the lucky number. That will be the winner for that dealer for the week. Each dealer runs his own sweepstakes. In addition, a grand prize throughout "Marathonland" will be drawn each week. A new Pontiac will be the bonus award, for which every participant has an equal chance. #

ABC Films Boosts Anderson

Howard Anderson, formerly central division sales manager in the Chicago office of ABC Films, has been named vp and supervisor of sales in the company's New York office. Phil Williams, who was formerly vp in charge of syndicated sales at ABC Films, is now eastern division manager of United Artists Television. Mr. Anderson's successor will be Richard C. Hurley, who will also continue as city sales manager in Chicago until a successor is named.

White to Ketchum, MacLeod

Will W. White III, formerly with Union Carbide Corp., has joined Ketchum, MacLeod & Grove as an account executive in the public relations department.

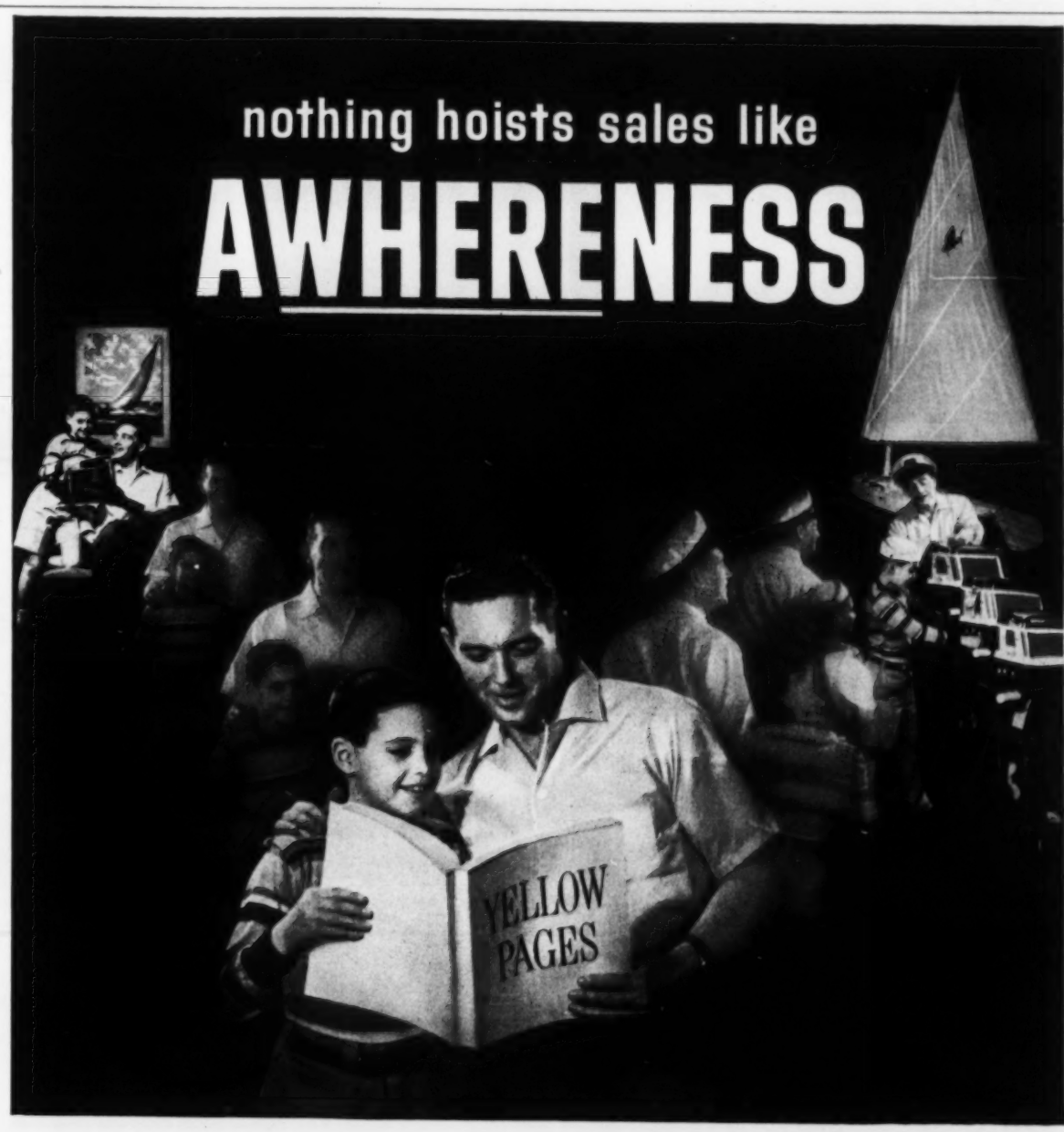
good reproduction + correct dot structure = your money's worth in the magazine

☞ This is the formula
that keeps Hutchings & Melville engravings
Selling at the Point of Impression

Hutchings & Melville, Inc.
custom photoengraving
4043 N. Ravenswood Avenue, Chicago 13, Illinois EAstgate 7-9220

☞ *All color engravings for wet printing are proofed exclusively on 4-color proof presses*

nothing hoists sales like
AWHERENESS



...and nothing builds AWHERENESS like the Yellow Pages

Whatever you sell . . . from marine supplies to mattresses . . . make a bigger sales splash by making sure that people who want your product or service know *where* to find you. Build bigger business by building greater AWHERENESS in the Yellow Pages.

For national advertisers, Trade Mark Service in the Yellow Pages makes prospects aware of his local outlets. For the local businessman, advertising in the Yellow Pages makes the community aware of the products and services he offers.

Whatever your needs, the Yellow Pages man will help build a program of AWHERENESS for your business. Call him at your local Bell telephone business office.

YELLOW PAGES

The advertising medium that tells people where to find your local outlets!

PHOTO REVIEW

Shinn Cunningham Loth

19TH HOLE—*In preparation for the annual Tacoma Advertising Club golf tournament, awards chairman Kay Shinn, Condon Co., "fudges" on his final shot as tournament chairman Wayne Cunningham, Foster & Kleiser, holds the flag. Ad club president Don Loth, Cole & Weber, tallies the final putt of the practice match.*

TAVERN MONTH—*In order to help promote National Tavern Month, Seagram Distillers is supplying its dealers with this plastic and wire display, designed by Thomson-Leeds. The bottom plaque is removable after promotion is over.*

NON-TV WEST—*Ben Carlton Mead, staff artist, Tracy-Locke Co., Dallas, has completed the fourth in a series of paintings about the Old West for M. H. Fitzpatrick, a collector of lore about the region. This one shows Wyatt Earp as marshal of Dodge City. The first three were simple character studies of Bat Masterson, Wyatt Earp and Doc Holliday, Mr. Mead is now working on a painting of "Gun Fight at the O.K. Corral."*

Yellowlees Rubel Van Diver

AT ST. CATHARINES CONFERENCE—*Members of the Buffalo, Hamilton, Rochester and Toronto chapters of National Industrial Advertisers Assn. met recently at St. Catharines, Ont. Shown discussing conference details are Thomas Yellowlees, Canadian General Electric Co., Peterborough, Ont., and Canadian vp of NIAA; Ira W. Rubel, Chicago CPA and authority on agency financing and compensation, and Vernon H. Van Diver Sr., Woolford, Md., publisher of Brad-Vern's Reports* (Story on Page 36).

JUVENILE POLITICO—*Dave Burns, candidate for vp of the student body at Phoenix Central High School, saw a political asset in an outdoor bulletin opposite the school for Tidewater's Flying A with the slogan "Finally! A Gasoline BURNS Clean." With the permission of Tidewater and Foster & Kleiser, he amended the sign. P.S. He won.*

NO G—*Fort Pitt beer has caused a stir in Pittsburgh with this unusual outdoor poster. The "peeled" strip of paper contains the letter G in Fort Pitt's slogan, "Is Good." Goldman & Shoop is the agency.*

Stilson Foley Healy
Rasmussen Harper White Foote

DIRECTORS—*As McCann-Erickson's board of directors held its meeting in San Francisco for the first time, Marion Harper Jr., president and board chairman, posed with Robert E. Healy, vice-chairman of the board and vp in charge of the eastern region; Wilbert G. Stilson, exec vp and administrative head of the agency; Frank K. White, senior vp and treasurer; Paul E. Foley, senior vp and manager of the home office in New York; Emerson Foote, senior vp in charge of the midwestern region, and Phipps L. Rasmussen, vp, and western region manager. Three other board members were absent from the meeting.*

Suhler Riley Hall Ewen O'Neill Waterman Mrs. Rhodes Fernald Bundy

IT SEEMS TO ME—*Magazine Publishers Assn. conferees got a chance to air many of their ideas at the group's annual meeting. Doing so here are Lester Suhler, Cowles Magazines; Edwin A. Riley, U.S. Post Office Department; Philip S. Hall, Curtis Publishing Co.; William Ewen, Borden Foods Co.; M. J. O'Neill, TV Guide; Alan T. Waterman, director, National Science Foundation; Mrs. Kent Rhodes, wife of MPA's chairman; Dana Fernald, Farm Journal, and McGeorge Bundy, dean of Harvard College.*

*And first quarter of 1959 is again up by 25%. Source, P. I. B.

Sports Illustrated is the growth magazine in advertising today. Last year it posted the largest page gain of any magazine. The reason? The five-figure income families of America are spending more and more of their time on sports and the good life every year. Strengthen your media list by adding the one to grow on...

SPORTS ILLUSTRATED

Builder Picks Rodkin

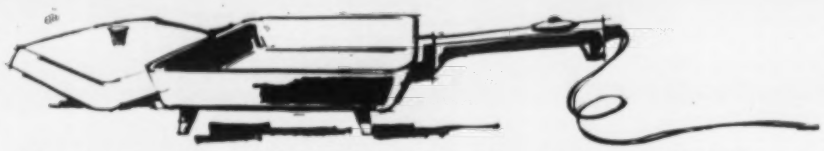
Adelman & Brott Inc., Chicago realtor and builder, has named Sander Rodkin Advertising, Chicago, to handle its advertising and sales promotion.

Miller to Central Scientific

L. A. Miller has been named director of marketing of Central Scientific Co., Chicago. He was marketing manager of Eugene Dietzgen Co., Chicago.

Silvermine Tavern to de Garmo

Silvermine Tavern, Norwalk, Conn., has appointed de Garmo Inc. to handle its advertising. The account has no previous agency of record.



If you want to sell **housewares,** go where every page is full of ideas that sell: Better Homes & Gardens, the family *idea* magazine. Any issue of Better Homes & Gardens has hundreds of ideas that sell housewares, directly or indirectly. How do BH&G reader households compare with the U. S. average in adopting new housewares ideas? Example: More than 1 out of 5 BH&G readers live in households owning an electric deep fat fryer—62% above the national average!

During the year 1/3 of America reads Better Homes and Gardens *. . . the family* idea *magazine*

Chirurg Agency Abandons Boston, Goes Suburban

(*Continued from Page* 3)

with $5,200,000 in 1958 billings reported in Advertising Age, has just completed its move from Boston's Park Square Bldg. to a new garden-type commercial development in Chestnut Hill, Brookline.

■ Its new home will be on the top floor of a two-story glass-steel structure in Lyman Park, on Route 9, a turnpike within 15-20 minutes driving from the heart of Boston. Those of Chirurg's 37-member staff who live in Boston and don't drive cars, can reach the new office by bus or an extension of the Boston transit system.

The reason for the move? "A need of adequate space to provide for planned growth," Mr. Shepardson told AA. "A frank analysis showed we had to have a new Boston office to continue efficient operations."

But it wasn't simple to pull up roots and move elsewhere. More than a year was spent in consultations, polls and surveys to weigh the effects of a move on costs, as well as performance of services to clients. Clients, vendors, and media representatives were consulted, as well as employes, and "we didn't hear a single objection," he said.

■ As the first big Boston agency to abandon a downtown city address, Chirurg found itself in the role of the pioneer.

For example, office employes were asked for individual preferences in color and lighting. Job functions were analyzed for the choice of desks, chairs, filing cabinets, etc. Design consultants (Bruce-Babel Associates) handled interior decoration and furniture selection.

Mr. Shepardson is confident the agency is making the right move. He predicts it will gain 20% in its billing this year—"the biggest in our history."

The agency enlarged and relocated its New York office Feb. 1, now based on an entire floor in the new building at 60 E. 56th St. #

Seven Join on Yachting Push

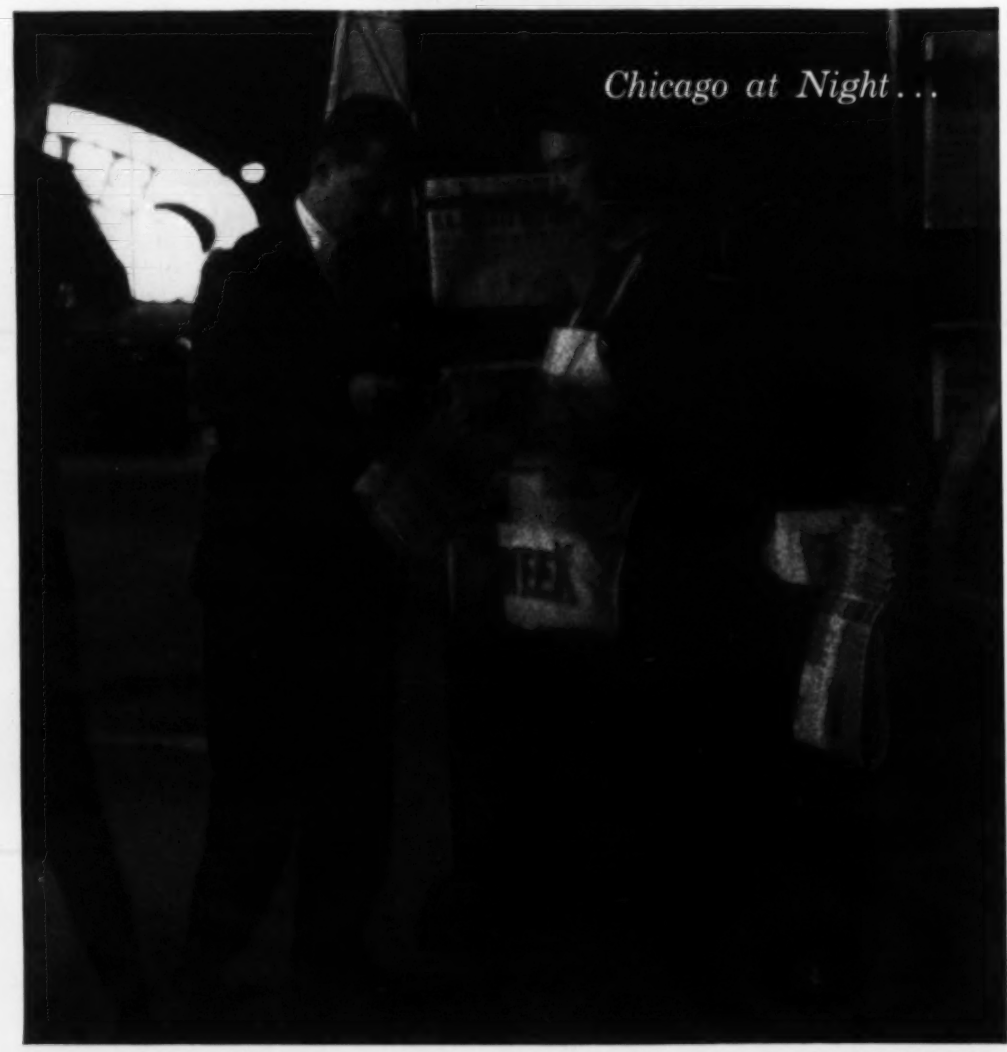
Seven advertisers with products related to yachting are cooperating on a seven-page color ad appearing in the April, May and June issues of *Boats, Motor Boating, Outboard, Popular Boating* and *Yachting*. The seven are Columbia Rope Co., Auburn, N. Y.; Electric Auto-Lite Co., Toledo; Evinrude Motors, Milwaukee; Garcia Corp., New York fishing tackle marketer; McGregor-Doniger, New York sportswear manufacturer; Raytheon Mfg. Co., Waltham, Mass., and Trojan Boat Co., Lancaster, Pa.

GB&B Elects Crisp VP

Richard D. Crisp has been elected a vp of Guild, Bascom & Bonfigli, San Francisco. Mr. Crisp joined GB&B as director of marketing in 1958 after heading his own marketing consulting company in Chicago. For eight years prior to that he was director of marketing research of Tatham-Laird, Chicago.

Minahan Promoted at ABC-TV

Michael J. Minahan, previously administrative officer at ABC-TV, New York, has been promoted to director of tv production operations.



Tomorrow comes early. It bows in at a newsstand . . . and is tucked under the arm of the homeward bound. A few hours later, morning . . . and more good news: delivery of SUPERIOR ENGRAVINGS, quality products of the City's most complete night shop!

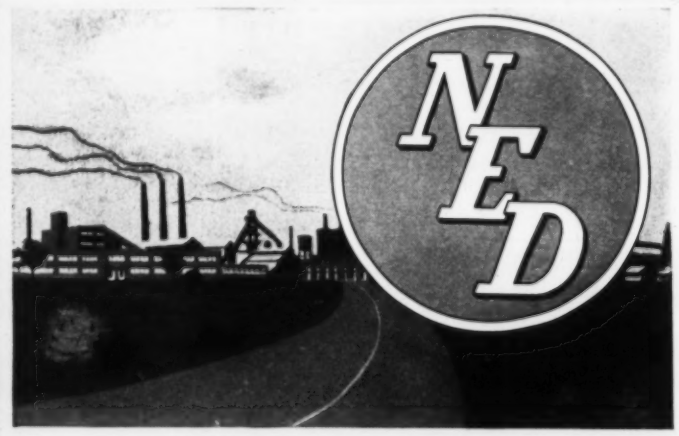
For Superior Service, Superior Quality . . .

call SUPERIOR now!

215 WEST SUPERIOR STREET, CHICAGO 10, ILLINOIS

CHICAGO'S *FOREMOST PHOTOENGRAVING AND OFFSET PLATEMAKING PLANT*

SUPERIOR ENGRAVING COMPANY
CALL
NIGHT
DAY
SUperior 7-7070



pay-off route to all "upturn" markets

Whatever industries are today's up-coming markets, you are sure to reach them *all* via N.E.D. For a mere ¼ cent per issue, N.E.D. takes your product advertising direct to the key men who make buying decisions in over 43,000 best-rated plants in all principal industry classifications. They scan N.E.D. for information on equipment and materials they are ready to buy NOW. They act . . . and this reader response from N.E.D. enables you to apply personal selling on today's liveliest prospects for immediate sales. N.E.D. reader action is setting all-time records! More and more companies are finding N.E.D. their best product advertising value. It belongs on your 1959 schedule.

A PENTON Publication, Penton Bldg., Cleveland 13, Ohio

BPA NBP

OVER 81,000 COPIES (Total Distribution) IN OVER 43,000 INDUSTRIAL PLANTS

PEANUT PREMIUMS—*Planters Nut & Chocolate Co. launches a "snack-happy summer" promotion with this color ad in the May 18 Life and July 7 Look. Ad offers a dozen snack forks free and a chef's mitt for 50¢. Promotion kit helps stores tie in. Don Kemper Co., New York, is the agency.*

K-C Buys Two TV Shows

Kimberly-Clark Corp., Neenah, Wis., maker of Kleenex and Delsey tissues and towels, will co-sponsor two tv shows during the 1959-1960 season. They are "Wanted, Dead or Alive" (CBS-TV) Saturday nights 8:30 to 9:00, EST, co-sponsoring with Brown & Williamson, and "Twilight Zone" (CBS-TV) Friday nights 10:30 to 11:00, EST, co-sponsoring with General Foods. Foote, Cone & Belding, Chicago, handles the account.

'Air Force/Space Digest' Moves

Air Force/Space Digest has moved its West Coast offices into new quarters at 625 S. New Hampshire Ave., Los Angeles. The need for more space was occasioned by the addition to the sales representative staff of Harold L. Keeler and Philip A. Russell.

U.S. Doesn't Know Our Industry, Says Jacobs in Hertz Suit

CHICAGO, May 12—Walter L. Jacobs, president of Hertz Corp., today announced that his company will continue to grow internally and through acquisition of existing businesses despite a government anti-trust suit against Hertz.

"The management of Hertz Corp. is convinced that the dynamic growth and development which has characterized our company in the past will continue notwithstanding the government's pending anti-trust suit," he said.

"The government's position demonstrates a lack of awareness of the nature of our industry—a fast-growing industry which we have pioneered. The important fact is that more than two-thirds of the vehicles referred to in the government's complaint were acquired in transactions which represented entry by the Hertz Corp. into new areas or activities," he said.

"The balance were acquired in what were then, and are now, the most highly competitive areas in our industry. We are firmly convinced that no violation of the law was involved," he said.

■ "It should be understood that during the past five years we have declined acquisition or merger opportunities in greater numbers than we have accepted them, including two of our largest competitors operating on a national scale," Mr. Jacobs said.

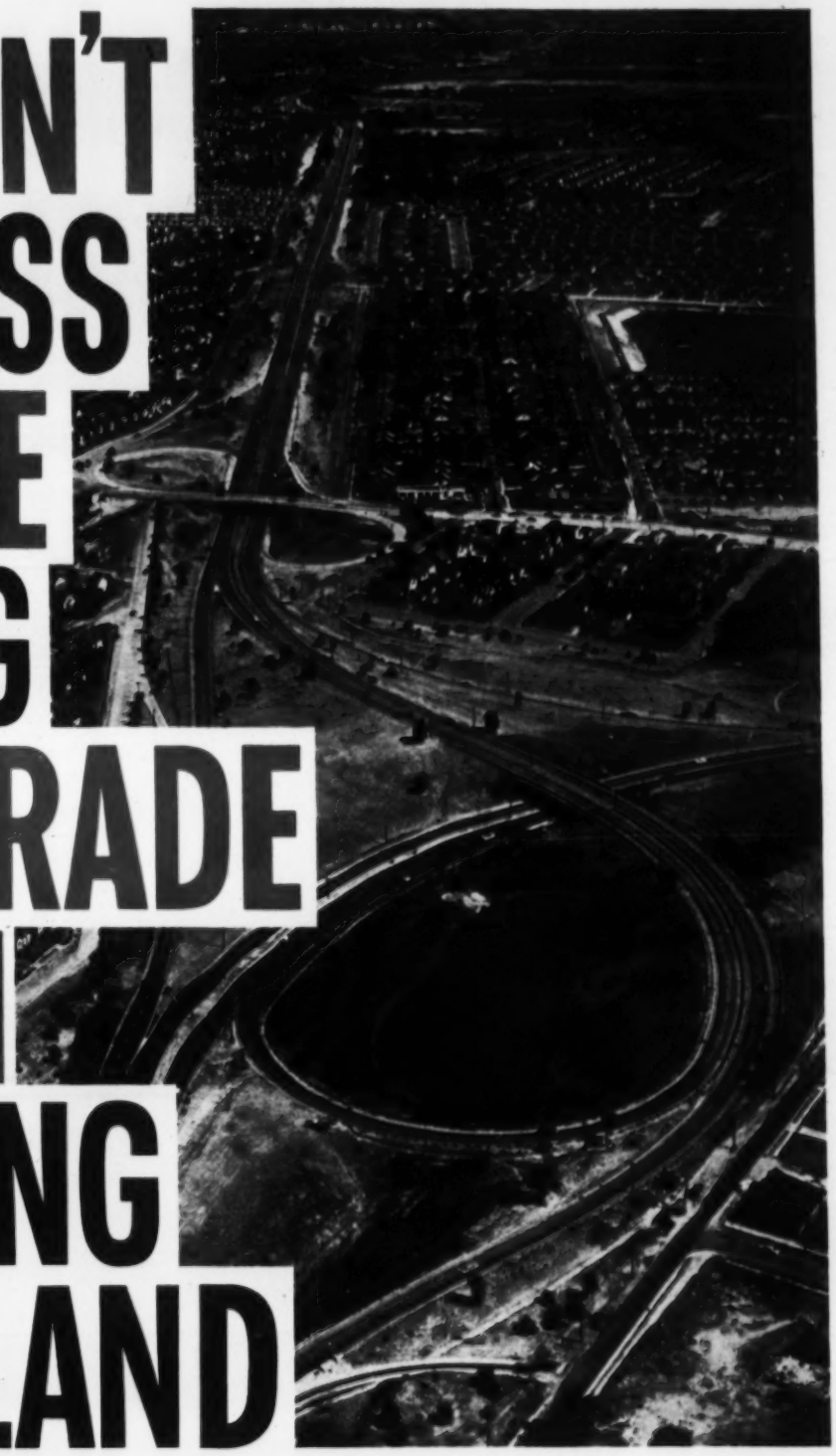
The Justice Department filed a civil anti-trust suit against Hertz in U. S. district court, New York, which seeks to force Hertz to rid itself of about $40,000,000 of assets acquired over the past five years.

The suit charges that the Hertz acquisitions have eliminated competition in the auto renting business in violation of the Clayton Anti-Trust Act. #

. . . does consumer advertising have such noteworthy trade impact. The newspaper doubles in brass as a local market trade publication. Retailers and wholesalers, as well as consumers, respond to ads and promotions in newspapers.

And in the Chicago market, nothing matches the market-wide impact of the **Chicago Tribune**. Survey after survey shows that readers consider it most useful; businessmen regard it as most influential.

DON'T MISS THE BIG PARADE ON LONG ISLAND



Thar's gold in the hills of Long Island—the "gilt-edge" buying power of its million-plus families! This fabulous three-county area has the fourth largest net buying income in the nation, outranked only by New York City, Chicago and Los Angeles. In the last ten years this income has increased 4 billion dollars. Keeping pace with this tremendous rise, Long Island's retail sales are up 169%! The average family income is $7850 compared to the United States average of $5921.

In population growth, Long Island has amassed some startling statistics. Population is up more than 70% and totals more than a million families. There will be *four* million people by 1975. In the last ten years, Long Island's payroll has gone up 170%. Industrial output has risen 165%. Among the goods produced are: machinery, electrical, transportation equipment and many consumer items.

There are 178 firms on Long Island with a net worth of more than a million dollars each. If you want your share of the big boom on Long Island, the Long Island Press and PARADE will give it to you. Each Sunday they call on almost 400,000 homes in the area. Each Monday and all week long the power of the Sunday advertising moves goods off dealers' shelves.

How Big is PARADE on Long Island?

Per cent of families reached

POST...6% LOOK...9% LIFE...16%

PARADE...44%

(QUEENS COUNTY)

Represented Nationally by Newhouse Newspapers

PARADE . . . The Sunday Magazine section of more than 60 strong newspapers, reaching nine million homes every week.

WHICH IS THE MOST IMPORTANT MARKET ADJACENT TO LOS ANGELES?

The metropolitan area comprised of San Bernardino and Riverside counties. It's California's 4th, the Pacific Coast's 6th, and the 27th largest in the Nation.

San Bernardino county is the major portion of this market and the San Bernardino trading area its most important. A profitable, independent market, 60 miles from Los Angeles. This rapidly growing market has shown a population increase of 73% since 1948.

Less than ½ of 1% of the total circulation of the four Los Angeles metropolitan newspapers enters this important market. The San Bernardino Sun-Telegram delivers 19 out of 20 homes, 95% in the City Zone, and 14 out of 20, 70% in the combined retail trading zones. For your copy of our new and valuable market study on this important area contact your Cresmer and Woodward representative or write the —

SAN BERNARDINO SUN AND TELEGRAM
SAN BERNARDINO, CALIFORNIA

Packagers Elect Walker

Robert J. Walker, sales promotion manager of Gillette of Canada Ltd., Montreal, has been elected chairman of the Montreal chapter of Packaging Assn. of Canada.

'Bazaar' Boosts Slater

F. Phillip Slater has been promoted from the New York sales staff to West Coast manager of *Harper's Bazaar*, succeeding Laird Holloway, who resigned.

Okeson Joins Clint Frank

William A. Okeson has joined the copy staff of Clinton E. Frank Inc., Chicago. He formerly was on the copy staff of Batten, Barton, Durstine & Osborn, Chicago.

USLTA Chooses Prutzman

Darrell Prutzman Associates, Providence, R. I., has been appointed by the U. S. Lawn Tennis Assn. to promote National Play Tennis Week, June 1-7.

KITCHEN-ETTES—*Andrew Jergens Co. is running this color page in the June Ladies' Home Journal and Life, June 29, to introduce its new Kitchen-ette dispenser, selling for $1.25. Television spots are slated for 67 markets. Cunningham & Walsh, New York, is the Jergens agency.*

Mayers Blasts 'Brand' Basis of Agency Selection

Agency Veteran Warns Eastern Shops Snag 43% of Advertisers in West

LOS ANGELES, May 12—Hitting at what he called the raiding of western accounts by eastern agencies, Henry Mayers, president of Davis, Johnson, Andersen & Colombatto, urged alumni attending the annual conference of the University of California school of business last week to "judge advertising agencies by available personnel and not by brand name."

Mr. Mayers said there are western headquartered agencies that get clients east of the Mississippi by sheer ability. But more of them, he said, lose accounts to the western offices of eastern agencies, which have more glamor appeal to many West Coast advertisers.

■ "The top ten U. S. advertising agencies handle only 12% of total national volume," Mr. Mayers said, "but they have raided western accounts to such an extent that they now handle 43% of the advertising budgets of national advertisers located in the West."

When picking an agency, the western advertiser should "look behind the agency brand name, because what counts most in producing successful advertising is always the creativity, the enthusiasm and the midnight oil of a small handful of agency people who actually serve the account, no matter how many thousands of people may be employed in the various offices of the agency, and no matter what accounts those other offices handle."

■ Mr. Mayers also warned against selecting agencies on the basis of special marketing experience rather than on sheer advertising ability.

He said the client risks getting mediocre advertising results from "men who may know a lot more about your business than they know about advertising." #

Ayer Transfers Harkins

Richard S. Harkins has been transferred from the Philadelphia to the Hollywood office of N. W. Ayer & Son, as an account executive on the Hilton Credit Corp. Carte Blanche account.

Michigan Week
May 17-23

We're proud of Michigan . . .

Going great guns! That's Michigan whose industrial expansion was fourth highest in the nation in 1958. In Detroit, home of the WWJ stations, automobile production is way up. So are factory and non-factory employment, residential building, department store sales and other barometers of a healthy economy.

For sales results you can sing about, buy Michigan—Detroit—the WWJ stations, basic media in this big-earning, big-spending market.

WWJ AM and FM **RADIO** — *The World's First Radio Station*

original NBC affiliates

WWJ-TV — *Michigan's First Television Station*

Owned and operated by **The Detroit News**

National Representatives: Peters, Griffin, Woodward, Inc.

PHOTOGRAPHED IN THE GOOD HOUSEKEEPING KITCHENS

Passing the bar examination

Yes, she is pretty. No, she is not a model. She is a tea-taste-tester, and a member of the Good Housekeeping staff.

In this investigation 69 volunteers sipped and studied at our snack bar. They were searching for quality, body, color and flavor in an iced tea. They compared it with known standards in hot and cold, instant and brewed tea. Their findings were made available to the packer and his agency, where they will strengthen his sales story.

As with all food products shown in our pages we examine other sales factors, too. Will the product look as good, taste as well, when it is used from a partly-opened package? Will it lose flavor and aroma in storage? Will it fade on dealers' shelves?

We study these things. And the packing plant itself, wherever it may be, is subject to our white-glove scrutiny, too.

In a typical week we run hundreds of similar tests in our nine working kitchens. The tempting results are one reason why 12,350,000 readers turn to our pages each month. And because of those tests 40,930,000* women shoppers have confidence in Good Housekeeping and our Guaranty Seal. **Crossley, S-D Surveys, Inc.*

Good Housekeeping
A HEARST MAGAZINE
Creates a Climate of Confidence for Your Advertising

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Again in 1958 and for the seventh consecutive year
LA PRESSE has published

The LARGEST DISPLAY VOLUME

OF ALL
NEWSPAPERS IN CANADA

Also
Greatest Lineage in
RETAIL — DEPARTMENT STORES
of any publication in Canada

LA PRESSE
DAILY AND ROTOGRAVURE
Head Office: Montreal, Canada
U.S. Representatives: Shannon & Associates Inc.

Personalized Candy Marketer's Sales Soar as Modesty Trend Appears in Business Gifts

CHICAGO, May 12—Perhaps it was product quality; perhaps the promotion was just right. Or perhaps it was the recent public spotlighting of business gift practices in the news.

In any event, business is booming at World's Finest Chocolate Inc., Chicago manufacturer and marketer of personalized chocolates for sales promotion purposes.

In business for several years, the company had been scoring respectable sales gains with each successive year. Then suddenly, in 1958, sales of the chocolates began to zoom, resulting in a 50% sales gain last year over 1957.

■ "It's hard to say for sure just what caused the sudden interest in the personalized chocolates," says Herman Schmidt, sales manager of World's Finest. But he noted that a number of the company's biggest customers—a major steel company, for example—have made it clear they like the World's Finest's combination of quality and personalization with modesty and simplicity.

The steel company's sales promotion people told World's Finest they had previously sent out some fairly expensive gifts to customers and prospects, but had gotten edgy about them recently because of the furor over costly business gifts.

World's Finest's gift line includes five bars, ranging from a 1 lb. item at $2 to a 25 lb. bar at $50, plus boxed assortments ranging from $2 to $10.

■ The personalization is done entirely on the printed bar wrappers and almond box covers. Personalizations—names, companies, special greetings or any other copy requested—are indicated to World's Finest, along with the names, addresses and desired date of gift arrival. Artwork also can be included on the wrappers, though this increases the price.

Most of World's Finest's customers are sales promoters, whose gift lists include customers and prospects, according to Mr. Schmidt.

One prominent Chicago realtor, who has been a steady customer of World's Finest for many years, Mr. Schmidt says, is in the habit of sending in lists of gift recipients on a regular basis, naming people he's met in his travels whom he'd like to remember in a personal but not too imposing way.

■ World's Finest uses both jobbers and its own salesmen. Its promotion has primarily been by direct mail, but, according to Mr. Schmidt, the company has been considering undertaking business paper advertising, more or less in step with the increased volume the company is now doing.

World's Finest, a division of Cook Chocolate Co., Chicago, has offices at 4825 S. Rockwell St., Chicago 32. ≠

Two New Agencies to NAAN

The National Advertising Agency Network has elected two more agencies to membership: Advertising Associates, Phoenix, and Houck & Co., Roanoke, Va. The additions bring NAAN's membership to 30 agencies with offices in 34 cities in the U.S. and Canada.

Liebler to 'Women's Wear'

Robert C. Liebler, formerly copy chief and account executive with M. J. Jacobs Inc., a New York agency, has joined *Women's Wear Daily* as advertising promotion manager.

King Joins Atlantic Agency

George H. King, formerly an account executive with George J. Walsh & Co., New York, has joined Atlantic Agency, Oaklyn, N. J., where he has both creative and administrative responsibilities.

Richards Shifted to Boston

Robert L. Richards, account executive with Albert Frank-Guenther Law Inc., New York, has been transferred to the agency's Boston office.

Mercola Joins Falkenhainer

Mary Jane Mercola, formerly traffic manager of KHJ-TV, Los Angeles, has joined Carl Falkenhainer Advertising, Los Angeles, as time buyer.

Clark & Bobertz Fetes 15th

Clark & Bobertz, Detroit advertising, marketing and pr agency, celebrated its 15th anniversary May 1.

Hard people
and soft people
exist only in
fairy tales

There are no Tin Woodsmen in the market place today. No hard people who buy only hard things, like automotive products and home appliances. There are no Gingerbread People, either. No soft people who buy only soft things, like cosmetics and clothing and candy.

The wise manufacturer reaches the *real* people by recognizing that they drive cars downtown to buy food, and that they buy food to fill their refrigerators.

And he reaches them through an advertising agency that, in itself, is neither hard nor soft—that specializes only in advertising—and that understands all the people well enough to sell them all kinds of products.

For he knows that creativity and good judgment can't be categorized, any more than people can. If you *don't* have them, nothing else matters. If you *do* have them, nothing else matters.

CAMPBELL-EWALD
Advertising well directed

Detroit • New York • Chicago • Los Angeles • Hollywood • San Francisco • Washington • Denver • Atlanta • Dallas • Kansas City • Cincinnati

MIDWEST UNIT TOP 5
in Farm Publication Lineage

TOTAL COMMERCIAL LINES • 1ST QUARTER 1959

Source: Farm Publication Reports

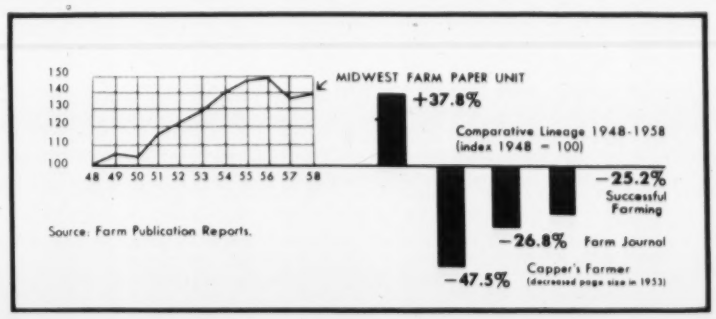
1.	**Wallaces Farmer**	232,103
2.	**The Farmer**	213,581
3.	**Prairie Farmer**	209,847
4.	**Nebraska Farmer**	208,091
5.	**Wisconsin Agriculturist**	178,715
6.	Ohio Farmer	164,971
7.	Arizona Farmer	143,714
8.	Progressive Farmer	143,620
9.	Pennsylvania Farmer	143,091
10.	Dakota Farmer	143,075
11.	Hoard's Dairyman	135,090
12.	Michigan Farmer	130,937
13.	California Farmer	113,417
14.	Montana Farmer-Stockman	111,101
15.	Successful Farming	107,420
16.	Farm Journal	96,804
17.	Idaho Farmer	92,031
18.	Utah Farmer	89,055
19.	Missouri Ruralist	88,888
20.	Kansas Farmer	88,232
21.	Washington Farmer	85,249
22.	Oregon Farmer	83,331
23.	Colorado Rancher and Farmer	79,274
24.	American Agriculturist	77,326
25.	Farmer-Stockman	62,373
26.	Rural New Yorker	59,592
27.	New England Homestead	55,150
28.	Western Farm Life	54,712
29.	Capper's Farmer	51,835
30.	Southern Planter	49,126
31.	Kentucky Farmer	48,476
32.	American Fruit Grower	47,830
33.	Farm and Ranch—Southern Agriculturist	45,825
34.	Poultry Tribune	43,803
35.	National Livestock Producer	39,722
36.	Better Farming Methods	32,894
37.	American Poultry Journal	19,564

LINEAGE LEADERSHIP of Midwest Unit Farm Papers is the result of the prestige these publications enjoy in the richest farm market in the world.

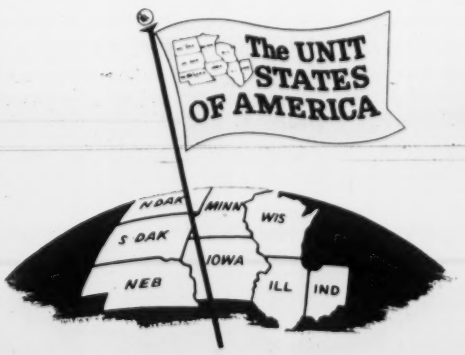
Farm market advertisers know *localized* Midwest Unit Farm Papers offer them complete and deep penetration of this $9.5 billion market . . . *local* advertising flexibility . . . *local* impact . . . and the high readership of *local* editorial content. Ask us about the *local* merchandising tie-in services available to you.

Swing to Midwest Unit continues into second decade

The 10-year chart below shows the consistent long-range gains of Midwest Unit Farm Papers.



ONE ORDER • ONE PLATE • ONE BILL • AT A SUBSTANTIAL SAVING IN RATES



MIDWEST UNIT *Farm Papers*

ADVERTISE MOST WHERE FARMING IS BIG BUSINESS...AND GOOD LIVING

ADDRESS: Midwest Farm Paper Unit, Sales offices at: 35 E. Wacker Drive, Chicago 1 ...250 Park Avenue, New York 17, N.Y. ...110 Sutter Street, San Francisco 4 ...159 South Vermont Ave., Los Angeles 4

OK

We call it our "keep 'em smiling" service. Our clients, bless 'em, rate our performance "consistently excellent" . . . give us a fast OK, always! This type of engraving service can benefit you, too.

washington PHOTO ENGRAVING COMPANY

R.O.P. Color, too!

118 SOUTH CLINTON STREET • CHICAGO 6, ILLINOIS • FRANKLIN 2-6343

Clark Agency Bows in Seattle

A new agency, Clark Advertising Co., opened May 1 at 2218 Fifth Ave., Seattle. It is headed by Donald R. Clark, who was on the staff of the *Herald*, Bellingham, Wash., and *Daily Alaska Empire*, Juneau, then was with the Taskett Advertising Agency, Seattle. More recently he was on the display advertising staff of the *Seattle Times*, and for the past four years has been business manager and part owner of the *Northgate Journal*, Seattle.

Leeder Joins Buchen Co.

William Leeder has been added to the copy and contact staff of Buchen Co., Chicago. Mr. Leeder was formerly with the J. Walter Thompson Co.

Sanzari to David Cummins

Elmer F. Sanzari has joined the staff of David Cummins & Associates, New Brunswick, N. J., medical advertising agency, as art director.

Kintner Chosen to Fill Vacancy When Gwynne Leaves FTC

WASHINGTON, May 12—Earl W. Kintner, a top authority on administrative law, has been selected by President Eisenhower for advancement from chief counsel of the Federal Trade Commission to membership on the commission.

His appointment fills a vacancy which will occur June 1, with the resignation of Chairman John Gwynne. In making the appointment, the President did not indicate whether Mr. Kintner is to be designated chairman, but there has been some speculation here that he may also get this post. Mr. Kintner's appointment is for the remaining 15 months of Chairman Gwynne's seven-year term.

■ At 46, Mr. Kintner has had two distinct careers. While serving in the Navy during World War II he became identified with the U.S. war crimes prosecution program, remaining as a key figure in the United Nations War Crime Commission through 1948. He published several teehnical works on the war crime trials, as well as a book on the German legal system under the Nazi dictatorship.

After joining FTC as a trial attorney in 1948 he became legal advisor to the commission and, in 1953, general counsel. He has served on the American Bar Assn.'s committee on the Federal Trade Commission, and has been active in several professional groups concerned with studying the effectiveness of administrative procedures. Currently he is president of the Federal Bar Assn.

■ Chairman Gwynne, who is 70, had been a congressman from Waterloo, Ia., from 1945 to 1948. He was appointed to FTC and advanced to the chairmanship in 1955. For some time he has indicated a desire to give up his post.

Mr. Kintner sees FTC as an instrument for enforcing laws prohibiting unfair competition rather than as a "Gestapo" looking for trouble.

"The commission, of course, has the power to act on its own initiative," he points out. "But its far more effective and economic use is as an instrument wielded by business men alert to the safeguards the law provides. Congress gave this important instrument to American business men and to the public generally. It is up to them to use it."

■ In a speech recently, he warned that business men are kidding themselves if they think FTC can police industry without cooperation from those who are hurt by illegal practices.

"No bells ring in the commission's headquarters in Washington when a violation occurs in New York," he commented. "If you don't make the violations within your knowledge known to us, competing demands from other sources with problems just as pressing may push yours into the background" (In Washington, Feb. 23). #

Sullivan Joins Compass

Edward F. Sullivan, who has been account executive in charge of all advertising on the United Motors Service account of Campbell-Ewald Co., Detroit, has resigned to accept a position as vp of Compass Productions Inc., New York television producer.

Johnson Joins Klein

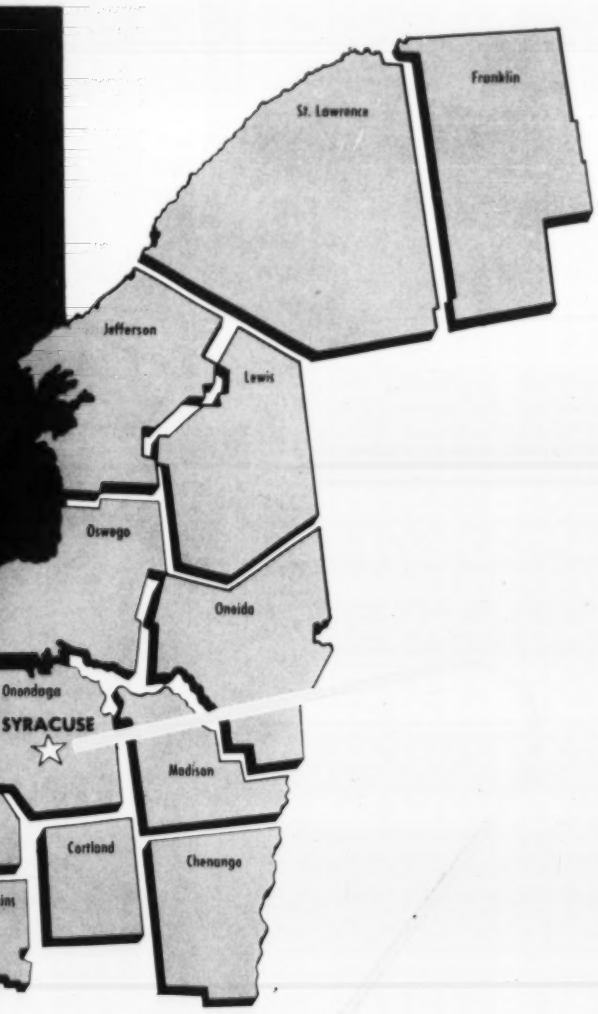
Charles L. Johnson, formerly with National Cash Register and American Home Food Products Corp., has joined the Walter J. Klein Co., Charlotte, N. C., as an account executive.

Put It All Together.....

IT SPELLS **BIG**

The*SYRACUSE MARKET

15 Counties with a population of 1,459,100



- *Buying Income $2,584,890,000*
- *Retail Sales $1,715,762,000*
- *Food Store Sales .. $ 421,980,000*

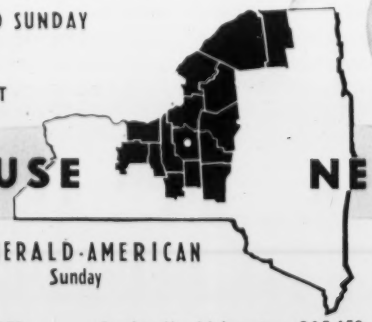
- *One-Third of the Total Area of New York State*

And there's a single, efficient way to sell *ALL* this big market. The SYRACUSE NEWSPAPERS deliver 100% saturation coverage of metropolitan Syracuse plus effective coverage — up to 76% — in the 14 surrounding counties.

When you budget for the SYRACUSE MARKET — think about *ALL* of it — capture it with the SYRACUSE NEWSPAPERS' *total-sell*-ability! No other combination of media will do a comparable job at a comparable cost.

FULL COLOR AVAILABLE—DAILY AND SUNDAY

Represented Nationally by
MOLONEY, REGAN & SCHMITT



AMERICA'S Best TEST MARKET

Results of Selling Research, Inc. latest Test Market Survey

the SYRACUSE NEWSPAPERS

HERALD-JOURNAL & HERALD-AMERICAN
Evening Sunday

THE POST-STANDARD
Morning & Sunday

ABC CIRCULATION: Combined Daily 241,159 Sunday Herald-American 205,658 Sunday Post-Standard 109,060

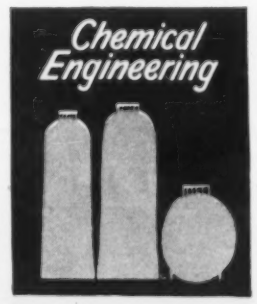
PHOTO COURTESY AMERICAN CYANAMID COMPANY

The Chemical Engineer Nurses 5,000,000 Babies A Year

Miracle drugs, vaccines, general pharmaceuticals . . . safeguards for a better, longer life made possible by the chemical engineer and his technology.

Wherever the chemical engineer appears in industry — in the familiar Chemical Process Industries from fertilizers to pharmaceuticals, and ever reaching beyond — he is a key buying pivot. To solve plant problems, he instigates orders, specifies raw material and equipment required. He develops products and processes, designs and builds plants and keeps them operating profitably. He is your *first* sales target.

For 55 years of industry growth and expansion, CHEMICAL ENGINEERING has maintained its sharp editorial focus on this man, wherever he is, whatever he does. It's the solid 3 to 1 choice among chemical engineers in all functions, in all industries. Now they get it *more often*, spend *more time* with it . . . Starch "Noted" scores are up 11.3%, "Read Most" scores up 28.7%, inquiries up 15.5% over 1957's monthly issues. CHEMICAL ENGINEERING, a McGraw-Hill Publication, 330 W. 42nd St., New York 36, N.Y.



Published every other monday for Chemical Engineers in all functions

MEDIA RECORDS

LEADING NEWSPAPERS
in
GENERAL GROCERIES ADVERTISING
YEAR - 1958

	LINAGE
1. Philadelphia Bulletin - E & S	1,578,157
2. Milwaukee Journal - E & S	1,576,978
3. Chicago Tribune - M & S	1,553,072
4. Los Angeles Times - M & S	1,523,709
5. Toronto Telegram - E	1,414,627
6. Pittsburgh Press - E & S	1,405,864
7. Denver Post - E & S	1,393,886
8. Montreal Star - E	1,384,254
9. St. Louis Post-Dispatch - E & S	1,366,164
10. Providence Journal - M & S	1,328,803

MEDIA RECORDS

MEDIA RECORDS

The Milwaukee Journal is always among the top five newspapers in the nation in general grocery advertising – often first or second – because it offers an ideal combination of values for food advertisers.

Family income here is 5th highest among the nation's 20 largest markets. The Milwaukee Journal food pages have been voted the finest in the nation. The big, separate section on Thursdays is a "who's who" of grocery advertisers. Retail grocery advertisers concentrate 90% of their Milwaukee newspaper ad dollars in The Journal, providing powerful sales support for national grocery advertising.

Dominant schedules and R O P color are economical in Milwaukee because one newspaper does the selling job in 9 out of 10 homes, and the milline rate is one of the lowest in the nation.

THE MILWAUKEE JOURNAL

National Representatives

O'MARA & ORMSBEE, INC.

NEW YORK CHICAGO DETROIT LOS ANGELES SAN FRANCISCO

Watch for The Milwaukee Journal Consumer Analysis for 1959, off the press in late April with the current picture of grocery buying habits, brand positions, product usages, store preferences and dealer distribution.

Five-Year Comparison of Newspaper Expenditures

1954-1958 Figures for Advertisers Spending $25,000 or More in 1958

Source: Bureau of Advertising, American Newspaper Publishers Assn.

	1958	1957	1956	1955	1954
A					
A. S. R. Products Corp.	$ 445,591	$ ——	$ ——	$ ——	$ ——
Abbott's Dairies Inc.	31,829	74,191	——	——	——
Abbott Laboratories	534,251	62,521	542,118	160,761	——
Acme Boot Mfg. Co.	27,439	49,199	30,218	——	——
Acme Quality Paints	47,301	39,826	——	——	——
Adams Dairy Co.	39,557	48,943	35,130	——	——
Adell Chemical Co.	35,792	——	——	——	——
Admiral Corp.	675,185	271,465	686,398	568,030	439,465
Adohr Dairy	32,478	——	——	——	——
Adolph's Ltd.	384,678	379,654	230,181	134,371	155,193
Agar Packing Co.	28,398	——	——	——	——
Aileen Knitwear Co.	30,537	29,554	——	——	——
Air France, French National Airlines	329,189	306,522	209,743	187,751	295,127
Alabama Gas Corp.	46,797	40,861	43,532	35,868	32,133
Aladdin Co.	59,619	74,474	47,391	57,436	46,431
Alitalia	175,511	——	——	——	——
Allegheny Airlines	39,449	85,973	80,055	105,033	88,439
Allen-Bradley Co.	116,764	——	——	——	——
Mark Allen Co.	27,986	31,519	31,935	47,947	32,188
Allen Products Co.	37,093	54,794	——	——	——
Alles & Fisher	62,892	65,213	60,762	54,055	65,120
Allied Laboratories	612,656	——	——	——	——
Allis-Chalmers Mfg. Co.	51,564	91,869	83,373	49,676	34,118
Allstate Insurance Co.	456,035	1,238,246	1,271,224	903,036	565,655
All Year Club of Southern California	266,481	302,437	296,573	——	——
Aloe Creme Laboratories	53,982	——	——	——	——
Aluminum Co. of America	980,553	972,623	534,195	170,063	70,772
Amerace Corp.	32,524	——	——	——	——
American Agricultural Chemical Co.	56,651	35,472	29,939	——	——
American Airlines Inc.	2,964,339	2,458,676	3,044,602	2,697,004	2,133,662
American Auto. Assn.	30,799	30,383	41,394	38,831	——
American Bakeries Co.	164,449	165,024	214,819	182,405	113,726
American Brewery Inc.	71,579	35,387	31,155	45,891	57,627
American Broadcasting-Paramount Theatres	46,429	——	——	——	——
American Cyanamid Co.	131,824	94,107	139,126	32,607	——
American Dairy Assn.	1,167,603	565,517	339,193	92,758	94,046
American Distilling Co.	48,167	106,513	122,275	55,511	60,154
American Export Lines	127,172	130,709	138,776	284,085	244,950
American Express Co.	522,967	425,096	441,309	333,271	258,354
American Guernsey Cattle Club	26,390	——	——	——	——
American Heritage Publishing Co.	29,631	26,931	25,018	——	——
American Home Mag.	49,458	30,408	——	46,041	39,263
American Home Prod.	4,638,493	1,919,172	1,811,087	2,469,638	1,587,823
American Iron & Steel Institute	446,425	325,450	——	——	——
American Liberty Life Ins. Co.	28,645	——	——	——	——
American Luggage Works	27,468	——	——	——	——
American Machine & Foundry	26,136	34,627	73,031	43,887	——
American Marietta Co.	317,809	444,362	235,770	345,338	——
American Motors Corp.	4,295,899	2,807,997	2,895,365	3,376,354	4,015,528
American Optical Co.	40,105	——	——	——	——
American Petrofina Inc.	26,333	——	——	——	——
American Pop Corn Co.	140,509	81,855	——	115,558	107,800
American President Lines	136,647	144,450	——	93,925	70,372
American Radiator & Standard Sanitary Corp.	168,935	344,402	202,410	141,397	84,989
American Republic Insurance Co.	35,298	——	——	——	——
American Sheep Producers	438,002	295,157	172,717	——	——
American Society of Travel Agents	53,209	54,617	67,560	35,699	45,872
American Sugar Refining	243,498	452,813	364,251	418,233	346,826
American Telephone & Telegraph Co.	255,784	117,353	261,013	429,628	85,825
American Tobacco Co.	8,757,784	5,265,110	6,033,100	4,273,234	2,623,775
American Tyrex Corp.	162,431	——	——	——	——
Americana Corp.	49,364	——	——	——	——
America's Independent Electric Light & Power Companies	350,173	——	——	——	——
Amplex Corp.	30,055	——	——	——	——
Amstel American Corp.	42,909	——	——	——	——
Anderson, Clayton & Co.	63,485	50,815	548,733	84,385	——
Andes Coffee Co.	31,954	——	——	——	——
Angostura-Wupperman Corp.	32,007	28,317	——	——	——
Anheuser-Busch Inc.	1,479,731	1,381,452	886,552	900,380	1,693,231
Appalachian Elec. Power	83,865	68,022	83,343	89,447	69,302
Arden Farms Co.	29,901	25,413	——	35,503	31,404
Arizona Brewing Co.	35,731	28,666	35,568	37,250	——
Arizona Public Service	27,958	——	——	——	——
Ark. Louisiana Gas. Co.	65,406	63,766	——	——	——
Ark. Power & Light Co.	26,407	31,522	32,331	27,296	27,046
Ark. Rice Growers Co-op. Assn.	73,557	70,723	42,866	79,868	74,727
Armour & Co.	2,225,387	3,188,021	3,998,486	3,407,594	2,413,462
Armstrong Cork Co.	810,559	382,745	482,660	63,395	——
Armstrong Rubber Co.	32,304	54,780	——	33,345	——
Arnold Bakers Inc.	69,356	76,092	78,429	118,052	91,298
Arosa Ltd.	49,147	87,345	——	——	——
Arrow Liqueurs Corp.	127,615	153,553	113,426	53,083	36,986
Art Instruction Inc.	109,360	47,965	——	——	——
Artistic Card Co.	390,256	347,208	188,593	238,363	168,972
Ashland Oil & Refining Co.	107,477	99,770	73,260	46,558	——
Ask Mr. Foster Travel Service Inc.	52,962	60,611	61,806	59,746	56,292
The Asphalt Institute	30,635	46,962	48,005	——	——
Associated Bulb Growers of Holland	37,204	34,292	28,541	——	——
Assoc. Hosp. Service of New York	66,045	229,511	249,187	182,417	——
Associated Hospital Service of N.Y. & United Medical Service	124,478	——	——	——	——
Associated Hospital Service of Philadelphia	32,962	27,077	44,615	43,613	——
Associated Labs Inc.	64,556	35,504	38,404	35,506	27,898
Associated Products	85,745	——	——	——	——
Atalanta Trading Corp.	112,066	——	——	——	——
Atchison, Topeka & Sante Fe Railway	601,448	461,184	475,030	565,304	500,740
Atlanta Gas Light Co.	33,464	——	——	——	——
Atlantic City Con. Hall	74,458	72,867	——	——	——
Atlantic Coast Line RR	270,418	364,367	370,934	345,366	320,622
Atlantic Insurance Cos.	36,840	54,700	56,120	58,833	53,519
Atlantic Refining Co.	43,840	153,902	92,311	327,542	297,243
Atlantis Sales Corp.	1,376,254	650,871	666,982	470,076	197,002
Atlas Supply Co.	692,740	296,102	340,549	——	——
Augstein & Company, S.	42,135	——	——	——	——
Austex Foods Inc.	178,858	128,702	60,974	53,312	55,296
Austin, Nichols Co.	67,987	86,913	68,934	44,988	41,484
Avco Mfg. Corp.	46,516	47,489	561,837	1,016,306	1,379,852
Avis, Inc.	42,979	——	——	——	——
Avondale Mills	30,108	——	——	——	——
B					
B. C. Remedy Co.	120,065	198,568	81,390	126,869	113,572
B. T. Babbitt Inc.	554,491	419,304	1,219,638	1,044,412	633,352
Bacardi Imports Inc.	318,497	278,282	190,804	139,825	90,140
Badger Paper Mills	37,634	——	——	——	——
Bakers Franchise Corp.	62,876	77,230	96,471	——	——
Baldwin Homes	27,249	——	——	——	——
Ball Clinic	94,594	89,319	85,909	82,191	101,051
P. Ballantine & Sons	466,321	443,052	397,491	451,833	1,143,157
Baltimore Gas & Electric Co.	871,858	1,005,058	790,525	——	——
Baltimore & Ohio RR	244,489	289,439	289,276	291,475	321,073
Baltimore Paint & Color Wks.	69,218	76,728	90,904	87,453	104,767
Bancroft, Joseph, & Sons & Co.	81,876	——	——	——	——
Bankers Life & Casualty	121,628	98,359	189,812	650,850	818,548
Barcalo Mfg. Co.	41,184	——	——	——	——
Barcolene Co.	27,661	——	——	——	——
Barron's Publishing Co.	68,635	65,522	55,914	35,176	30,048
Barry Co., V. A.	25,180	26,714	——	——	——
Barton Distilling Co.	134,496	114,950	96,323	70,865	44,712
Basic Books Inc.	50,597	72,995	——	——	——
Bates Mfg. Co.	35,210	186,808	185,255	129,731	71,076
Battle Creek Food Co.	42,639	50,132	——	——	——
Bausch & Lomb Optical Co.	43,905	——	——	——	——
Bavarian Brewing Co.	121,748	91,240	——	28,478	82,696
Bayuk Cigars Inc.	1,848,200	989,463	117,348	149,281	——
Beacon Co.	1,439,393	1,322,401	1,299,611	1,127,488	1,466,758
James B. Beam Distilling	678,914	493,476	515,333	423,131	351,900
Beatrice Foods Co.	299,494	438,524	441,515	133,824	174,514
Beaunit Mills Inc.	86,132	158,598	90,434	74,706	71,381
Beauty Products Ltd.	43,187	——	——	——	——
Beech-Nut Life Savers Co.	1,809,037	199,619	775,068	426,416	838,705
Beich Co., Paul F.	29,915	——	——	——	——
Bell & Co.	124,914	147,153	129,618	129,151	130,075
Bell & Howell Co.	217,803	89,038	64,527	87,550	42,681
Bell Brands Food Ltd.	100,813	89,098	64,527	87,550	42,681
Bell Telephone Co. of Pennsylvania	283,179	282,569	365,367	442,471	386,483
Beltone Hearing Aid Co.	87,326	65,495	43,692	——	——
C. A. Bennett Co.	87,326	48,549	75,184	——	——
Berkshire Knitting Mills	265,647	421,047	203,910	——	——
Bermuda Trade Development Board	142,031	132,908	123,462	——	——
Berry Tours Travel Serv.	43,341	43,407	37,165	29,994	42,358
Bethlehem Steel Co.	254,437	315,603	268,251	235,244	——
Bigelow-Sanford Carpet Co.	211,264	——	——	——	——
Bison Laboratories	25,592	——	——	——	——
Bissell Carpet Sweeper Co.	701,204	——	——	——	——
Black & Decker Mfg. Co.	100,378	123,306	143,147	——	——
Walter J. Black Inc.	814,065	948,411	977,630	921,007	637,982
Bloch Bros. Tobacco Co.	159,449	150,602	95,945	66,591	110,465
Block Drug Co.	590,330	661,873	1,007,401	1,669,641	703,557
Blue Bell	68,179	80,623	52,526	——	——
Blue Cross (Conn.)	29,529	31,520	32,404	——	——
Blue Cross Plan (Ill.)	135,540	118,915	50,005	——	——
Blue Cross (Ohio)	52,495	61,194	——	——	——
Blue Cross & Blue Shield (Florida)	60,485	55,508	54,588	——	——
Blue Cross & Blue Shield (Wisconsin)	37,120	30,775	——	——	——
Bob Evans Farms	26,543	——	——	——	——
Bobbs-Merrill Co., The	36,911	——	——	——	——
Bohemian Dist. Co.	58,570	51,664	37,168	——	——
Bonnie Hubbard Kupboard	71,469	63,568	61,955	42,591	44,138
Book Find Club	29,949	55,468	35,756	29,580	28,238
Book-of-the-Month Club	716,260	417,218	428,104	456,680	415,166
Booth Fisheries Corp.	139,932	113,600	103,100	64,777	——
Borden Co.	2,093,207	2,037,519	1,380,333	1,855,566	2,811,797
Bordo Products Co.	34,654	——	——	——	——
Borg-Erickson Corp.	75,253	——	——	——	——
Borg-Johnson Electronics	123,068	——	——	——	——
Borg-Warner Corp.	323,577	1,032,982	694,022	1,982,556	722,908
Boston Consolidated Gas	70,639	104,952	100,976	88,063	61,048
Boston Edison Co.	29,102	42,767	65,080	69,703	72,295
Boston & Maine Railroad	25,793	——	——	——	——
Botany Mills Inc.	164,425	151,086	128,901	50,636	56,887
Bourjois Inc.	80,073	86,533	41,020	36,626	52,098
Bowman Dairy Co.	179,264	176,135	191,734	191,133	201,452
Boysen Co., Walter N.	29,236	——	——	——	——
Brach, E. J. & Sons	96,179	60,260	27,352	——	——
Braniff International Airways	593,267	658,693	678,106	488,453	389,308
Bravo Macaroni Co.	25,307	——	——	——	——
Breast O'Chicken Tuna	146,268	——	——	——	——
Breck & Son Corp., Jos.	52,132	28,017	——	——	——
John H. Breck Inc.	225,813	304,722	273,372	281,587	174,492
Brill Co., H. C.	29,264	25,739	——	——	——
Brillo Mfg. Co.	331,823	106,261	104,254	98,977	130,276
Brimm's Plasti-Liner Co.	47,926	54,768	45,079	48,858	50,370
Bristol-Myers Co.	1,255,596	3,120,537	2,032,580	2,384,543	922,532
British Columbia Government Travel Bureau	49,431	——	——	——	——
British Motors Corp.	327,349	——	——	——	——
British Overseas Airways	747,247	652,994	387,558	377,624	326,096
British Travel Assn.	56,861	86,167	100,670	——	——
British West Indian Airways	44,403	——	——	——	——
Brook Bond Tea Co.	64,745	——	——	——	——
Brooklyn Union Gas Co.	173,564	161,966	173,079	151,662	172,609
Brooks Distilling Co., Ezra	50,681	37,498	——	——	——
Brown-Forman Distillers	1,869,467	1,672,502	1,628,882	1,505,868	1,503,530
Brown Shoe Co.	58,922	158,843	161,881	77,002	32,611
Wallace Brown Inc.	36,922	36,911	104,529	30,068	29,600
Brown & Williamson Tobacco Co.	1,034,509	1,316,102	774,571	757,051	677,537
Brown's Velvet Dairy Products	48,384	——	——	——	——
E. L. Bruce Co.	594,482	72,019	272,174	261,544	228,341
Brunswick-Balke-Collender	95,356	80,929	57,693	38,214	40,261
Buckingham Corp.	176,946	184,116	122,279	108,745	——
Buffalo-Eclipse Corp.	33,296	——	——	——	——
Buitoni Foods Corp.	102,321	119,012	31,540	——	——
Burger Brewing Co.	214,382	174,872	202,091	130,073	143,740
Burgess Battery Co.	44,313	39,987	36,333	29,293	25,010
Burlington Industries Inc.	107,463	75,115	68,555	364,829	61,258
Burnham & Morrill Co.	25,578	68,969	181,439	30,244	——
Burpee Co., W. Atlee	33,475	25,005	——	——	——
Business Men's Assurance Co.	42,464	40,770	48,748	——	——
Butcher Polish Co.	32,999	161,520	110,627	85,444	53,215
Butler Mfg. Co.	54,851	49,677	42,164	——	——
Butter Krust Bakeries	31,907	——	——	——	——
Buxton Inc.	63,616	175,346	61,505	27,428	34,408
C					
Cabells' Dairy Co.	66,280	41,441	35,901	58,842	——
Cabin Crafts Inc.	25,806	——	——	——	——
Cadbury-Fry Export Ltd.	25,316	——	——	——	——
John E. Cain Co.	162,999	188,811	55,214	51,257	31,386
Cain's Coffee Co.	55,172	41,115	57,083	31,940	42,287
Calavo Growers of Calif.	51,285	——	——	——	——
Calgon Co.	69,006	——	——	——	——
California & Hawaiian Sugar Refining Corp.	113,578	143,578	159,886	193,611	153,312
California Packing Corp.	1,427,778	1,310,805	500,489	364,895	463,732
California Western States Life Insurance Co.	32,305	37,638	——	——	——
Callaway Mills	32,510	——	——	——	——
Calo Dog Food Co.	93,430	147,023	167,670	146,402	85,370
Campbell-Smith	80,115	——	——	——	——
Harry T. Campbell Sons	148,385	150,503	100,479	60,415	147,277
Campbell Soup Co.	4,588,350	4,493,783	3,854,537	2,344,703	1,567,374
Canada Dry Ginger Ale	1,151,831	1,373,549	1,346,181	1,256,958	1,040,396
Canadian Ace Brewing Co.	41,356	39,054	——	——	——
Canadian Breweries Ltd.	242,973	192,726	130,296	91,665	——
Canadian Government Travel Bureau	491,479	507,667	223,550	——	——
Canadian National Railways	809,649	771,427	341,967	359,107	325,957
Canadian Pacific Railway	657,370	611,998	534,663	507,893	433,993
Canadian Steamship Lines	63,314	62,767	56,264	56,210	59,625
Canepa Company, John B.	62,771	69,325	——	——	——
Cannon Mills Inc.	988,191	1,366,753	1,064,916	669,687	533,995
Canute Water Co.	111,713	32,369	67,245	99,125	63,825
Capital Airlines Inc.	1,279,287	1,064,570	1,023,358	898,017	435,970
Capp Homes	33,661	——	——	——	——
Caravan Tours	72,350	128,717	101,160	60,332	34,174
Cargill Inc.	158,141	128,354	154,266	144,887	67,345
Carhisculpoil Co.	25,067	——	——	——	——
Caribbean Cruise Line	48,847	——	——	——	——
Carnation Co.	2,524,935	2,409,464	1,902,320	1,671,578	1,652,443
Carolina Power & Light Co.	43,702	55,951	53,802	45,405	33,495
Carrier Corp.	546,076	302,499	238,635	134,876	169,363
Cartan Travel Bureau Inc.	46,155	41,164	56,916	45,140	45,362
Carter Products Inc.	326,642	2,372,555	1,244,671	208,820	40,211
Cat's Paw Rubber Co.	300,489	390,711	389,656	283,554	93,293
Celanese Corp. of America	105,206	116,603	184,129	127,503	138,719
Central Ill. Light Co.	64,175	68,835	69,439	61,762	60,674
Ceribelli & Co.	48,736	——	——	——	——
Chamber of Commerce, Cape Cod, Mass.	25,265	——	——	——	——
Chamber of Commerce, Daytona Beach, Fla.	42,805	40,223	——	——	——
Chamber of Commerce, St. Petersburg, Fla.	64,490	44,620	29,263	——	——
Chamber of Commerce, Wisconsin Dells, Wis.	33,840	31,527	——	——	——
Charles of the Ritz Distributors Corp.	32,532	——	——	——	——
Charlotte County Land & Title Co.	54,833	81,894	——	——	——
Chattanooga Medicine Co.	54,030	87,986	86,415	97,329	146,796
Cheerful Card Co.	34,105	61,566	159,934	207,798	129,747
Chemstrand Corp.	221,970	474,821	385,063	80,098	37,535
Chemway Corp.	55,740	249,264	428,697	——	——
Chesapeake Bay Ferry Commission	32,270	31,470	——	——	——
Chesapeake & Ohio Railroad	53,116	178,931	167,391	——	——
Chesapeake & Potomac Telephone Co.	336,388	259,236	354,392	425,347	328,244
*Chesebrough-Pond's Inc.	657,907	991,940	1,362,158	1,444,949	787,698
Chicago, Burlington & Quincy Railroad	206,382	207,682	240,003	194,139	144,270
Chgo., Milw., St. Paul & Pacific Railroad	123,418	269,912	240,263	357,695	322,934
Chicago & Northwestern Railway	28,342	——	——	——	——
Chgo., Rock Island & Pacific Railway Co.	108,256	138,274	148,320	112,688	144,109
Chilton Greeting Co.	32,745	64,870	59,731	62,770	58,906
Henry I. Christal Co.	29,520	59,633	61,811	——	——
Chrysler Corp.	16,049,691	26,144,287	17,946,196	24,058,711	11,787,596
Chun King Sales Inc.	279,342	553,981	256,976	93,280	138,770
Church & Dwight Co.	122,528	173,710	374,177	412,274	301,879
Cincinnati Gas & Electric	80,017	82,298	70,946	46,445	85,972
Cincinnati & Suburban Bell Telephone Co.	85,227	105,886	117,540	64,756	41,687
Circle Line Sightseeing Yachts Inc.	36,732	27,936	35,879	34,699	29,424
CIT Travel Service	29,209	28,114	29,350	——	——
Cities Service Co.	347,315	982,746	1,061,885	854,962	1,205,446

*Chesebrough Mfg. Co. and Pond's Extract Co. merged three years ago. Figures for Pond's 1953-1954 expenditures are listed under "Ponds."

	1958	1957	1956	1955	1954
Citizens Gas & Coke Utility	77,510	77,946	102,153	60,651	61,466
Citroen Cars Corp.	81,120	36,652	—	—	—
Citrus County Land Bureau	30,643	—	—	—	—
Clairol Inc.	224,153	295,179	230,596	227,522	290,331
Clark-Cleveland Inc.	610,677	578,263	509,578	490,136	435,332
Clark Brothers Chewing Gum Co.	90,500	139,942	104,824	—	—
Clark Oil & Refining Corp.	63,306	48,821	105,544	148,984	—
Cleveland Electric Illuminating Co.	133,658	—	—	—	—
Climalene Co.	96,126	200,662	176,211	178,310	99,450
Cling Peach Industry of California	330,937	416,807	292,091	205,800	432,490
Club Aluminum Prod. Co.	104,240	31,903	32,076	—	—
Cluett, Peabody & Co.	66,500	432,537	201,052	170,142	280,670
Coastal Foods Co.	97,596	—	—	—	—
Coats & Clark's Sales Corp.	51,612	—	—	—	—
Coca-Cola Co.	4,023,772	3,469,297	2,116,391	2,775,109	1,558,935
Coldwater Seafood Corp.	31,209	—	—	—	—
Cole Steel Equipment Co.	31,599	—	—	—	—
Coleman Co.	67,002	32,797	42,785	43,358	66,424
Colgate-Palmolive Co.	8,276,947	8,663,208	12,335,541	9,335,133	10,990,652
Collins & Aikman Corp.	25,833	—	—	—	—
Hal Collins Co.	57,716	41,724	54,071	77,326	79,902
Colonial Baking Co.	78,583	161,100	—	—	—
Colpitts Tours	25,360	25,426	—	—	—
Columbia Broadcstng. Sys.	704,709	520,521	505,365	280,334	406,984
Columbia Pictures Corp.	43,635	—	—	—	—
Columbus & Southern Ohio Electric Co.	83,563	74,152	63,402	—	—
Columbus Coated Fabrics Corp.	45,046	32,910	40,175	—	—
Columbus Gas Co.	47,315	63,895	67,072	59,059	38,570
Comet Rice Mills	46,377	65,892	33,431	—	—
Commercial Solvents Corp.	53,394	90,064	67,101	50,065	64,028
Commercial Travelers Mutual Accident Assn. of America	121,349	78,260	66,630	80,387	70,523
Commonwealth Edison Co.	188,420	180,803	203,740	254,891	348,022
Commonwealth of Pa.	38,343	41,291	48,078	37,343	48,059
Commonwealth of Puerto Rico	289,870	520,688	769,694	40,619	—
Commonwealth Products	33,428	—	—	—	—
Compagnie Generale Transatlantique	129,974	130,137	186,418	115,804	92,719
Comstock Foods	48,921	55,994	68,504	—	—
Congoleum-Nairn	323,643	148,092	143,893	—	—
Conn. Development Commission	46,526	—	—	—	—
Conn. Light & Power	47,548	67,809	58,846	66,723	39,272
Conrad Inc.	25,810	41,600	—	—	—
Consolidated Cigar Corp.	1,247,275	1,019,661	1,025,471	1,079,303	1,035,646
Consolidated Dairy Products Co.	91,934	78,230	—	—	—
Consolidated Edison Co. of New York	424,164	396,773	313,024	317,451	357,329
Consolidated Foods Corp.	302,240	320,132	313,385	96,952	—
Consolidated Nat'l Shoe	28,356	43,875	76,515	51,671	—
Consolidated Royal Chemical	38,993	59,858	55,064	50,403	57,986
Consumer Drug Corp.	77,331	—	—	—	—
Consumers Power Co.	31,773	34,305	37,848	—	—
Continental Airlines Inc.	786,517	548,136	242,497	239,157	160,591
Continental Baking Co.	1,732,120	2,126,142	2,436,771	1,213,136	438,543
Continental Can Co.	25,275	—	—	—	—
Continental Casualty Co.	360,225	36,275	45,427	59,356	49,696
Continental Oil Co.	674,529	1,034,550	1,172,955	1,251,230	770,870
Cook Chemical Co.	85,201	25,918	216,798	158,723	120,880
Thomas Cook & Son	272,158	288,056	233,358	251,132	233,885
Cooper Tire & Rubber Co.	52,281	55,499	42,622	—	—
Cooper, William & Nephews	26,604	—	—	—	—
Adolph Coors Co.	37,952	37,695	35,168	32,238	39,908
Copper & Brass Research Assn.	43,787	—	—	—	—
Corn Products Refining	3,044,049	1,372,919	1,264,122	1,083,720	1,061,707
Cornell-Dubilier Electric Corp.	38,523	—	—	—	—
Corning Glass Works	21,759	—	—	—	—
Cott Beverage Corp.	215,080	300,383	239,190	311,807	304,012
Coty Inc.	96,719	66,021	536,780	180,692	269,183
Cowles Magazines Inc.	290,084	461,424	367,700	311,797	305,802
Cracker Jack Co.	147,557	122,048	113,030	—	—
Cranston Print Works Co.	30,108	116,280	—	—	—
Creamette Co.	178,028	169,230	108,954	72,332	93,970
Creomulsion Co.	105,184	126,316	123,417	161,005	157,201
Cribben & Sexton Co.	35,936	—	—	—	—
Croton Watch Co.	34,850	30,141	—	—	—
Thomas Crowell Co.	39,621	36,725	27,493	—	—
Crowley Dairy Co.	39,953	—	—	—	—
Crown Central Petroleum	78,688	144,991	103,991	71,047	86,532
Crown Publishers	78,331	60,565	56,544	53,281	62,688
Cubana Airlines	115,550	139,889	148,226	—	—
Cudahy Packing Co.	243,243	209,810	125,115	—	—
Cunard Steamship Co.	518,874	358,635	445,362	279,693	398,149
Curtis Publishing Co.	2,109,773	2,323,734	2,025,928	1,722,811	2,210,773
Curtiss Candy Co.	154,004	229,730	—	—	—
Curtiss-Wright Corp.	129,552	407,473	272,060	351,490	237,898

D

D.C. Transit System	69,177	59,694	—	—	—
D-W-G Cigar Corp.	35,467	—	—	—	—
Dairymen's League Cooperative Assn.	62,339	34,169	56,202	37,454	—
Dallas Power & Light Co.	68,049	66,994	69,999	65,672	52,974
Dan River Mills Inc.	25,806	80,062	70,595	113,645	88,443
H. Daroff & Sons	63,698	72,725	75,618	—	—
Davis, George A.	27,796	—	—	—	—
Dawson's Brewery Inc.	31,544	73,161	44,995	80,823	73,856
Dayton Power & Light Co.	33,206	—	—	—	—
Dean Milk Co.	319,157	221,240	196,211	190,819	205,935
Decorative Showrooms Guild	26,243	—	—	—	—
De Jur-Amsco Corp.	161,567	87,314	61,420	—	—
Delaware, Lackawanna & Western Coal Co.	43,423	173,957	95,952	41,568	110,531
Delaware, Lackawanna & Western RR Co.	26,022	44,488	44,069	31,491	36,483
Delta-C & S Airlines	1,755,007	1,519,608	1,208,840	698,345	671,975
Denmark Cheese Assn.	56,495	48,335	40,364	47,155	53,520
Denver Chemical Mfg. Co.	43,581	26,032	33,713	26,790	—
Derby Foods	223,287	55,626	30,164	—	—
Detroit Edison Co.	42,804	89,561	94,874	101,003	95,864
De Witt & Co. E. C.	150,052	48,988	—	—	—
Dial Press Co.	25,623	31,593	—	31,148	38,982
Diamond Crystal Salt Co.	157,747	203,024	27,959	48,273	76,174
Diamond Walnut Growers	330,125	230,795	—	—	—
Dinner Ready Corp.	34,849	—	—	—	—
Disney Productions	33,764	—	—	—	—
Distillers Corp.-Seagrams	12,112,999	11,781,350	11,751,216	9,810,168	9,815,375
Dixie Brewing Co.	34,972	32,357	37,845	32,103	37,671
Dr. Pepper Co.	51,761	68,662	45,292	108,311	83,737
Dodd, Mead & Co.	72,755	74,743	69,702	58,174	46,482
Dolcin Corp.	163,052	163,188	—	—	—
Doran Co., Thos.	27,336	37,834	—	—	—
Dormin Inc.	38,316	97,105	71,890	211,966	216,995
Doubleday & Co.	3,078,389	2,965,086	2,452,387	2,257,430	2,087,931
Dougherty Sons Inc., J. A.	36,850	36,498	—	—	—
Doughnut Corp. of Amer.	148,886	183,699	297,684	263,219	168,235
Douglas Aircraft Co.	124,788	44,617	163,308	136,580	—
Douglas Mfg. Co.	28,870	—	—	—	—
Dow Chemical Co.	159,623	107,013	75,488	111,210	224,409
Doyle Packing Co.	36,174	112,937	56,326	151,999	96,273
Drewery's Ltd. (U.S.A.)	316,695	162,722	148,660	180,405	158,444
Dreyfus, Ashby & Co.	69,002	—	—	—	—
Drug Research Corp.	30,207	710,861	—	61,757	—
Dubuque Packing Co.	36,589	—	—	—	—
Duffy-Mott Co.	334,916	702,878	322,426	276,294	351,886
Dugan Brothers Inc.	92,319	44,914	35,260	62,045	49,812
Duke Power Co.	230,431	271,646	259,286	308,518	326,397
Dulany & Son	47,135	—	—	—	—
Allen B. DuMont Laboratories Inc.	45,028	100,866	32,128	83,212	190,786
Duncan Coffee Co.	254,929	189,624	266,064	183,812	316,644
Dunlop Tire & Rubber Co.	150,682	—	—	—	—
Duofold Inc.	28,000	32,374	—	—	—
E. I. duPont de Nemours & Co.	1,872,567	2,224,897	2,256,440	1,011,280	818,794
Duquesne Brewing Co. of Pittsburgh	184,479	125,103	135,075	68,706	101,852
Duquesne Light Co.	242,775	219,913	199,502	157,631	163,924
Dusharme	101,040	69,025	42,232	—	—
E. P. Dutton & Co.	83,398	95,837	79,048	72,445	89,398

E

East Ohio Gas Co.	322,758	212,498	138,892	—	—
Eastco Inc.	313,785	374,966	172,782	99,335	129,860
Eastern Airlines	3,635,321	4,174,114	3,604,034	3,400,639	2,819,776
Eastern Shipping Corp.	330,300	210,163	154,258	115,442	52,442
Eastman Kodak Co.	872,952	845,991	1,230,743	1,030,386	1,708,488
Economics Laboratory	399,723	457,279	54,340	233,187	81,169
Albert Ehlers Inc.	31,641	175,994	125,440	100,111	53,801
El Al Israel Airlines Ltd.	189,113	38,941	—	—	—
Elec. Assn. of Phila.	62,527	42,384	—	—	—
Electric Storage Battery Co.	162,518	—	—	—	—
Elgin National Watch Co.	192,702	—	—	—	—
Elliot Paint & Varnish Co.	30,393	—	—	—	—
Elmira Cord Co.	56,712	29,999	—	—	—
El Paso Natural Gas Co.	30,049	27,283	—	—	—
Embassy Tours	38,404	41,034	42,270	33,363	26,196
Embree Mfg. Co.	63,842	45,506	—	—	—
Emerson Radio & Phonograph Corp.	116,137	55,124	52,470	66,337	204,951
Employers Casualty Co.	39,550	—	—	—	—
Empress Fishery Co.	33,305	26,650	—	—	—
Encyclopaedia Britannica	151,978	122,764	30,657	—	—
Equitable Gas Co.	28,880	96,536	95,104	89,798	45,700
Equitable Life Assurance Society of the U.S.	101,843	394,090	487,446	90,536	271,963
Erickson Hair & Scalp Specialists	43,992	29,498	—	—	—
Erie Brewing Co.	39,154	35,517	37,901	31,146	—
Esquire Inc.	150,346	191,512	155,226	123,028	48,589
Eternilite	25,348	—	—	—	—
European Travel Com.	45,121	38,191	47,684	—	—
Eversharp Inc.	355,713	843,660	1,253,321	1,403,761	178,153
Eversweet Corp.	48,107	—	—	—	—
Exercycle Corp.	62,931	51,472	—	—	—
Ezo Products Co.	71,049	72,674	57,760	43,785	31,580

F

Max Factor & Co.	434,790	65,015	457,155	551,433	—
Factory Doll Co.	54,607	31,416	—	—	—
Fairmont Foods Co.	229,047	266,090	201,721	166,632	207,819
Falls City Brewing Co.	306,154	333,461	285,119	242,799	240,697
Falstaff Brewing Corp.	237,341	335,202	271,406	150,136	333,352
Family Circle	36,340	—	—	—	—
Family Gardens Nursery	263,270	304,703	128,349	41,299	36,639
Farm & House Eqpt. Co.	65,141	68,882	—	—	—
Farmers Inc. Group	204,845	279,756	143,686	113,001	45,847
Farrar, Strauss & Cudahy	47,752	58,862	56,363	—	—
Fawcett Publications	111,711	—	—	—	—
Fedders-Quigan Corp.	288,824	322,664	156,358	125,051	266,809
Federal Housing Administration	25,568	—	—	—	—
Fels & Co.	179,248	—	—	—	—
Fergus Imported Cars Inc.	45,189	45,587	—	—	—
Fernak Co.	40,034	26,271	28,064	—	—
Fiat Motor Co.	198,715	150,156	—	—	—
J. H. Filbert Inc.	667,694	400,862	685,391	449,165	439,302
Filon Plastics Corp.	46,165	51,661	99,009	62,574	—
Financial World	88,369	85,232	85,505	74,472	88,785
Firestone Tire & Rubber	1,278,607	1,456,512	1,401,266	1,331,551	949,585
Firth Carpet Co.	39,124	50,466	—	—	—
Fischer Baking Co.	65,704	67,896	89,913	55,492	31,269
Fisher Brewing Co.	25,961	31,040	36,237	33,371	30,576
Fisher Flouring Mills Co.	57,477	68,228	61,171	43,820	31,897
Fleetwood Co.	147,031	—	—	—	—
Flexees Inc.	25,775	42,883	120,317	199,756	160,684
Flex-O-Glass Inc.	67,793	81,224	97,312	77,351	—
Fla. Citrus Commission	454,059	606,862	571,687	682,306	591,642
Fla. Dev. Commission	122,608	124,908	188,493	—	—
Florida Fruit & Vegetable Assn.	32,804	—	—	—	—
Fla. Power & Light Co.	90,625	90,313	72,686	64,145	54,886
Florida Shores	69,645	95,022	122,477	—	—
Flotill Products	29,527	37,699	57,088	—	—
Flying Tiger Line Inc.	154,275	245,944	26,826	56,975	—
J. A. Folger & Co.	505,807	546,420	811,850	990,145	833,643
Food Machinery & Chemical Corp.	88,736	—	—	—	—
Food Specialties Inc.	27,052	—	—	—	—
Forbes Inc.	42,106	—	—	—	—
Ford Motor Co.	20,000,024	31,533,144	25,366,292	29,610,982	17,999,652
Foremost Dairies Inc.	458,951	477,995	119,322	137,961	85,352
Formfit Co.	436,822	335,379	253,895	211,172	205,267
Forrest Co.	35,445	—	—	—	—
Forrest Keeling Nursery	61,741	47,007	35,328	—	—
Forst Packing Co.	26,030	—	—	—	—
Fort Howard Paper Co.	31,099	—	—	—	—
Foster-Milburn Co.	524,055	522,375	530,097	495,341	534,097
Wally Frank Ltd.	29,132	—	—	—	—
Franz Baking Co.	44,582	42,393	36,048	38,083	42,639
Freihofer Baking Co.	27,212	89,070	32,924	61,887	52,146
French Government Tourist Office	57,205	—	—	—	—
Frenchette Co.	265,002	—	—	—	—
Friend Bros.	40,422	—	—	—	—
Frontier Airlines	45,866	—	—	—	—
W. P. Fuller & Co.	212,714	—	—	—	—
Funk & Wagnalls Co.	35,694	25,859	36,446	41,569	61,764
Furness Bermuda Steamship Line	177,148	161,597	149,266	146,403	167,097
Futorian Mfg. Co.	116,502	97,769	88,501	33,830	33,150

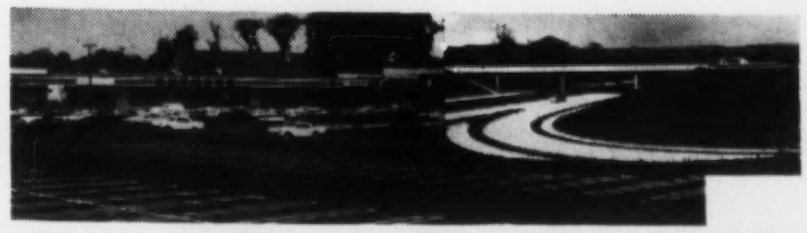
G

E. & J. Gallo Winery	77,828	49,846	53,057	27,362	52,061
Garcelon Stamp Co.	39,057	44,823	37,822	44,116	—
Garcia y Vega Inc.	77,312	61,229	53,205	69,150	61,787
Gary-Howe Corp.	45,833	—	—	—	—
Gates Rubber Co.	43,843	—	—	—	—
General Aniline & Film	416,388	304,880	269,967	28,822	181,395
General Cigar Co.	735,503	188,659	—	—	—
Gen. Dev. Corp.	36,564	227,847	—	—	—
Gen. Dynamics Corp.	28,021	69,315	92,437	61,468	—
General Electric Co.	7,004,632	6,799,213	10,292,387	7,557,414	3,792,542
General Foods Corp.	14,193,039	7,917,380	6,701,455	8,665,524	9,351,441
General Mills Inc.	5,679,067	2,910,816	3,432,583	3,908,473	3,186,138
General Motors Corp.	34,603,336	52,390,306	53,778,652	62,587,251	37,391,415
Gen. Services Admin.	69,551	47,053	37,553	—	—
General Steam Navigation Co. of Greece	77,772	68,819	77,136	76,023	62,050
Gen. Telephone Co. of California	39,706	30,462	—	—	—
General Time Corp.	248,562	—	—	—	—
Gen. Tire & Rubber Co.	604,020	689,007	306,718	100,855	195,264
General Trading Co.	43,064	—	—	—	—
Genesee Brewing Co.	78,168	47,455	43,248	44,805	28,665
Georgian Bay line	45,897	37,901	26,204	—	—
Gerber Products Co.	651,566	636,949	443,158	428,613	344,768
Germanic Auto Distributors	29,737	—	—	—	—
Gilbert Co., A. C.	96,961	—	—	—	—
Thomas Gil Soap Co.	25,678	—	—	—	—
Gillette Co.	2,249,120	3,212,481	2,809,071	2,097,957	2,296,935
Ginden Nursery Co.	44,953	46,437	45,232	—	—
Gladiola Biscuit Co.	134,320	46,816	—	—	—
Glasspac Co.	34,873	—	—	—	—
Glencoe Distilling Co.	30,800	30,253	35,076	40,478	—
Glenmore Distilling Co.	1,605,478	1,834,818	1,518,079	1,232,463	912,360
Glessner Co.	33,938	—	—	—	—
Glidden Co.	630,409	535,967	334,048	253,113	443,280
H. Clay Glover Co.	69,015	102,154	112,427	43,810	—
Godchaux Sugars	38,268	41,812	35,426	—	—
Goebel Brewing Co.	105,839	208,798	63,811	223,510	179,849
M. K. Goetz Brewing Co.	44,622	56,878	88,985	80,988	35,508
Gold Bond Industries	30,884	42,287	—	—	—
Golden Bell & Gift Stamps	50,597	64,027	62,723	—	—
Golden Grain Macaroni Co.	69,697	—	—	—	—
Golden Peacock Inc.	77,004	81,555	91,632	78,116	—
Golioth-Hansa	27,159	—	—	—	—
B. F. Goodrich Co.	1,987,670	1,306,867	743,741	717,236	735,854
Goodyear Tire & Rubber	2,665,044	2,906,589	2,206,072	2,110,507	2,267,630
Goody's Mfg. Corp.	38,953	35,573	35,599	28,898	—
Gordon Baking Co.	102,542	162,631	49,045	—	—
H. W. Gossard Co.	26,080	80,999	28,267	—	—
Government Employers Ins. Group	27,863	—	—	—	—
W. R. Grace & Co.	64,354	—	—	—	—
I. J. Grass Noodle Co.	145,065	124,370	123,898	152,438	85,045
Great Northern Railway Co.	305,826	273,472	270,891	278,151	122,249
Great Southern Life Insurance Co.	64,074	46,914	49,577	60,823	49,573
Great Western Sugar Co.	70,551	69,507	55,585	54,031	52,805
Green Giant Co.	830,624	356,243	478,760	280,413	118,438
Greenwood Mills Inc.	51,612	33,916	—	—	—
Greyhound Corp.	1,210,880	1,028,078	1,588,763	1,861,634	1,746,260
Greystone Corp.	424,830	239,724	197,692	188,853	163,422
Grocers Baking Co.	26,337	25,549	—	—	—
Grocery Store Prod. Co.	556,328	253,303	48,680	96,985	98,121
Grolier Society Inc.	109,965	75,535	50,160	100,907	99,628
Group Hospital, Medical & Surgical Serv. Inc.	37,593	—	—	—	—
Group Hospital Serv. & Oklahoma Physicians Serv.	34,089	—	—	—	—
Grove Laboratories Inc.	587,230	917,311	1,213,458	779,237	446,401
Guest Airways Mexico	33,367	75,216	64,933	28,958	—
Charles Gulden Inc.	222,043	227,233	227,085	224,641	236,527
Gulf Guaranty Land & Title Co.	129,236	—	—	—	—
Gulf Life Ins. Co.	75,518	86,305	68,552	38,485	37,810
Gulf Oil Corp.	2,854,696	3,366,630	2,218,484	2,495,161	2,048,242
Gwaltney Meat Packing Co.	26,212	—	—	—	—

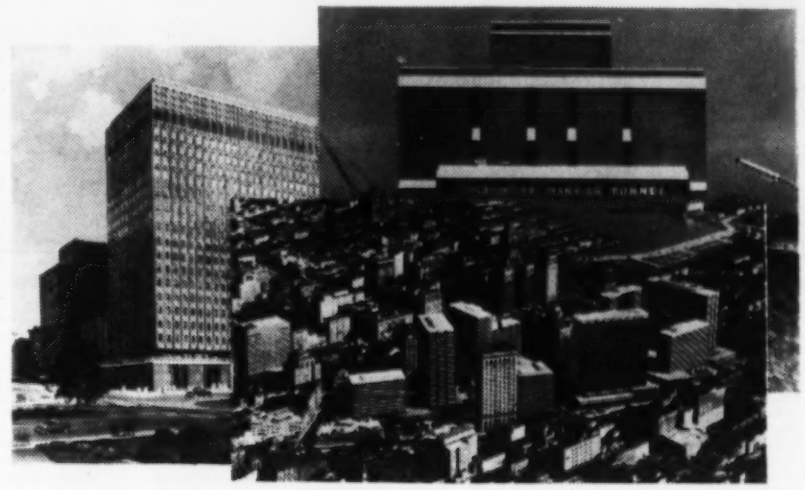
H

Habitant Soup Co.	28,791	29,205	33,930	39,046	42,954
Haffenreffer & Co.	95,594	85,436	—	—	—
Hall Bros. Inc.	108,913	104,424	84,099	83,753	66,053
Hamilton Mfg. Co.	82,120	—	—	—	—
Hamilton Mfg. Corp.	56,994	77,739	62,995	52,582	34,213
Theo. Hamm Brewing Co.	184,982	73,485	66,397	132,250	385,678
John Hancock Mutual Life Ins. Co.	59,055	95,264	31,565	114,600	—
Peter Hand Brewery Co.	169,969	549,006	131,673	179,444	339,428
Hanes Knitting Co., P. H.	55,254	50,822	—	58,505	—
Christian Hansen's Lab.	83,224	97,485	70,783	103,774	58,523
Happiness Tours	57,536	79,805	97,959	97,254	55,761
Harcourt, Brace & Co.	79,592	108,943	71,068	49,275	76,384
Harleysville Mutual Casualty Co.	99,194	90,697	79,405	48,146	—
Harper & Brothers	323,663	400,451	317,250	298,331	237,895
A. S. Harrison Co.	128,566	87,196	33,792	48,618	—
Hart Dis. Inc., Alfred	25,085	29,082	—	—	—
Hartford Elec. Light Co.	100,132	61,080	65,041	54,246	61,921
Harvard University Press	25,166	—	—	—	—
Hawaii Visitors Bureau	29,945	48,226	—	—	—
Hawaiian Pineapple Co. Ltd.	848,787	1,724,467	—	—	—
Hawthorn-Mellody Farms Dairy	52,014	54,509	58,209	109,944	98,894
Hearst Corp.	371,870	642,932	345,607	177,371	135,834
Hearst Magazines Inc.	631,268	737,953	662,353	735,802	452,665
Heaven Hill Distilleries	52,141	64,717	61,358	43,820	41,123
Heidelberg Brewing Co.	53,205	48,779	98,186	29,496	—
G. Heileman Brewing Co.	116,504	110,846	195,101	118,552	124,553
H. J. Heinz Co.	2,292,355	1,633,303	1,264,076	969,949	1,231,857
Helene Curtis Inc.	1,424,171	1,205,572	—	—	—
Henney Motor Co.	251,667	—	—	—	—
Henri's Food Products Co.	53,683	—	—	—	—
Hertz Corp.	56,952	130,039	—	—	—
G. F. Heublein & Bros.	1,723,817	1,950,250	1,746,033	993,229	760,245
Hills Bros. Coffee Inc.	74,743	834,737	482,191	433,160	464,545
Hires Co.	26,875	—	—	—	—
Hobart Mfg. Co.	65,237	62,149	62,130	51,252	45,513
Hoffman Electronics Corp.	120,234	107,825	121,232	114,020	71,486
Holland-America Line	316,393	258,183	185,386	154,245	204,226
Henry Holt & Co.	102,229	98,998	87,225	71,536	52,445

BALTIMORE HAS CHANGED—FAST!
AND UNLESS YOU LIVE HERE, YOUR
"MARKET IMAGE" MAY VERY WELL BE



OUT OF DATE



As recently as early 1957, it's true, Baltimore "boasted" about 400 gas-lit street lamps! Today, none light the public scene . . . all, literally uprooted "overnight" in the surge of modernization and growth that has so characterized the Baltimore area these past few years!

The Baltimore of today . . . the NEW Baltimore is a vital, teeming, metropolitan market, alive, alert . . . transfigured by an influx of new families, new business, new construction! Here is a modern populace, people with new interests, new desires . . . and the means to satisfy them!

Compare the NEW Baltimore so clearly evident in the facts and figures* shown below . . . with your own mental image of "Baltimore, 1959."

METROPOLITAN POPULATION
Estimated at 1,626,000
A 3.1% increase in one year!

HOUSEHOLDS
Estimated at 458,600

RETAIL SALES
$1,799,932,000

EATING & DRINKING SALES
$187,251,000

APPAREL STORE SALES
$99,342,000

AUTOMOTIVE SALES
$235,354,000

NET BUYING INCOME
$2,964,515,000

FOOD STORE SALES
$459,578,000

GEN'L MERCHANDISE SALES
$335,091,000 (STORES)

FUR., HSLD. & APPL. SALES
$90,006,000 (STORES)

DRUG STORE SALES
$77,699,000

POPULATION DISTRIBUTION
Urban: 60.9%—Suburban & Rural: 39.1%

The Baltimore News-Post and Sunday American has more than kept pace with this tremendous growth . . . this shifting of the population. We deliver 54% of all the households in the major Baltimore suburban areas every day in the week. Over 61% on Sundays! Any wonder then that . . .

THE NEW LEADER IN THE NEW BALTIMORE IS

The Baltimore News-Post
SUNDAY AMERICAN

**Sales Management Survey of Buying Power*

Represented Nationally by HEARST ADVERTISING SERVICE INC. OFFICES IN 15 PRINCIPAL CITIES

	1958	1957	1956	1955	1954
Home Bakers Inc.	61,686	35,235	57,487	40,538	——
Home Brewing Co.	27,519	25,491	——	——	——
Home Lines Inc.	250,055	207,123	210,800	254,765	219,842
Hood Chemical Co.	46,870	——	——	——	——
H. P. Hood & Sons Inc.	223,596	457,727	198,210	170,561	168,855
Hoover Co.	273,517	34,765	198,009	256,765	——
George A. Hormel & Co.	441,836	365,760	272,687	231,708	261,925
Horticulture Inc.	35,474	——	——	——	——
Hospital Service Corp. & Medical Society Physicians Service of Rhode Island	31,075	——	——	——	——
Hospital Serv. of Iowa & Iowa Medical Serv.	25,140	——	——	——	——
Hospital Serv., Medical & Surgical Plan of New Jersey	33,434	——	——	——	——
Hospital Service of Southern Calif.	28,168	——	——	——	——
Houbigant Sales Corp.	30,765	39,487	——	61,009	50,930
Houghton Mifflin Co.	112,738	114,832	140,485	104,231	119,179
Houston Light & Power Co.	174,386	157,222	144,059	114,812	106,638
Houston Pulp & Paper Corp.	126,798	385,578	203,962	209,384	29,776
Hudepohl Brewing Co.	78,579	125,647	146,986	188,420	119,524
Hudson River Day Line	62,151	62,818	42,148	65,409	58,942
Hudson Vitamin Products	115,425	——	——	——	——
Huffman Mfg. Co.	26,978	26,946	60,656	——	——
Hulman & Co.	103,541	121,500	119,190	128,965	——
Humphrey's Medicine Co.	32,448	48,386	44,312	41,457	58,960
Hunt Foods & Industries Inc.	5,425,390	——	——	——	——
Hupp Corp.	34,869	47,277	——	——	——
Hygrade Food Products Corp.	40,134	38,632	79,157	56,984	72,150

I

IXL Food Co.	36,626	48,545	——	——	——
Icelandic Airlines Inc.	68,857	50,388	28,666	36,357	40,069
Idaho Adv. Commission	218,483	160,852	130,257	83,523	53,428
Ill. Bell Telephone Co.	267,133	225,050	155,672	146,302	151,241
Ill. Cen. Railroad Co.	164,744	233,039	249,046	208,213	232,764
Illinois Meat Co.	109,031	34,531	28,477	301,305	315,926
Illinois State Toll Highway Commission	69,706	——	——	——	——
Imperial Sugar Co.	25,199	33,213	37,833	39,535	32,288
Incabloc Corp.	26,518	——	——	——	——
Incres Nassau Line	143,614	——	——	——	——
Ind. Bell Telephone Co.	95,978	81,197	112,850	120,212	92,164
Ind. & Mich. Elec. Co.	61,854	54,333	74,338	56,341	47,296
Indianapolis Power & Light	60,367	70,563	84,091	79,118	81,719
Industrial Rayon Corp.	25,806	——	——	——	——
Ingram's Menthol Co.	317,318	——	——	——	——
Inst. of Commercial Art	136,885	138,002	63,656	——	——
Inst. of Life Ins.	1,278,343	1,647,960	1,173,383	1,102,294	1,159,511
Institute of Mentalphysics	73,915	79,729	64,059	63,168	68,385
International Business Machines Corp.	222,803	98,111	279,564	320,541	261,932
International Harvester Co.	762,589	774,964	476,984	630,405	517,360
International Metal Products Co.	34,238	——	——	——	——
International Milling Co.	296,376	175,428	184,671	154,963	113,129
International Minerals & Chemical Corp.	698,652	——	——	——	——
International Nickel Co.	163,568	153,185	172,026	141,880	136,693
International Salt Co.	372,615	431,055	166,087	——	——
International Shoe Co.	80,344	171,116	116,423	270,642	161,546
International Silver Co.	409,020	——	——	——	——
International Swimming Pool Corp.	71,308	70,753	——	——	——
International Telephone & Telegraph Corp.	104,370	42,801	——	49,419	100,460
Interstate Bakeries Corp.	189,889	89,219	127,852	205,607	235,651
Iowa Power & Light Co.	86,134	92,199	72,191	66,581	51,715
Iroquois Gas Corp.	129,792	131,585	102,696	111,760	87,641
Irish Airlines	85,541	——	——	——	——
Italian Airlines	129,792	50,715	81,210	96,063	55,884
Italian Lines	149,950	141,647	169,915	——	——

J

Jack's Tasty Snack Corp.	27,094	——	——	——	——
Jackson & Perkins Co.	48,174	38,502	27,647	31,020	29,834
Jackson Brewing Co.	25,963	184,915	138,256	122,040	258,843
Jacobsen Mfg. Co.	43,613	83,153	64,966	——	——
Charles et Cie Jacquin Inc.	60,368	63,634	46,616	——	——
Jaeger Baking Co.	28,577	32,472	38,817	32,967	——
Jaguar Cars Ltd.	129,507	91,307	177,155	60,463	69,579
Jamaica Tourist Board	257,133	205,686	155,386	——	——
Jantzen	220,646	——	——	——	——
Japan Canned Crabmeat Sales Co. Ltd.	28,406	38,273	——	——	——
Jenasol Co.	71,764	——	——	——	——
Jenkins Spirits Corp.	27,895	——	——	——	——
Jenney Mfg. Co.	93,014	81,032	84,060	66,404	99,196
Andrew Jergens Co.	67,940	517,865	365,423	646,534	1,140,117
Johnston Corp., Gaston	38,124	——	——	——	——
Johns-Manville Corp.	213,174	190,835	——	——	——
Johnson & Johnson	1,127,698	802,583	693,550	1,714,839	878,393
Robert A. Johnston Co.	45,742	——	——	——	——
S. C. Johnson & Son Inc.	601,999	1,575,904	1,129,473	872,729	1,626,338
Jonathan Logan	114,632	116,280	95,200	89,930	40,555
Jones Dairy Farm	50,489	49,229	66,940	——	——
Judy Bond, Inc.	60,312	53,854	47,600	——	——

K

KLM Royal Dutch Airlines	458,249	689,063	378,623	358,214	285,695
Kahn's Sons Co.	75,721	75,236	75,520	——	——
Kaiser Aluminum & Chemical Corp.	75,787	891,664	467,337	130,135	——
Kaiser Motors Corp.	222,242	331,128	547,062	605,495	1,389,091
Kaiser Steel Corp.	57,119	92,716	108,218	33,810	56,696
Kal Kan Foods Inc.	40,209	61,023	43,898	——	——
Kansas City Gas Service Co.	61,933	57,668	——	——	——
Kansas City Power & Light	56,119	51,725	50,502	50,756	82,623
Kansas City Southern Lines	51,013	49,714	48,652	45,408	43,183
Kapro Corp.	42,786	36,995	42,302	——	——
Kasser Distillers Prod.	117,844	126,614	115,633	69,583	57,651
Kellogg Co.	2,413,700	2,422,979	1,635,515	1,355,155	1,059,120
Kelly-Western Seed Co.	55,572	——	——	——	——
Kemper Approved Insurance Advisers	25,373	165,380	332,194	485,757	261,240
Kemps Ice Cream Co.	25,072	——	——	——	——
Kendall Co.	471,719	249,555	157,273	78,771	——
Kennecott Copper Corp.	29,341	28,655	304,432	168,547	235,126
Keystone Camera Co.	259,945	249,280	151,048	99,643	76,743
Kiekhaefer Corp.	724,508	302,168	210,511	112,204	94,009
Kimberly-Clark Corp.	1,563,981	816,473	1,066,250	——	——
King Cotton Meat Packers	52,130	——	——	——	——
King Kone Corp.	25,172	——	——	——	——
King Oscar Sardine Co.	39,119	——	——	——	——
Kiplinger Washington Agency	33,908	——	——	——	——
Kitchen Art Foods Inc.	74,374	139,968	170,399	51,843	——
Kitty Clover Potato Chip Co.	30,966	——	——	——	——
I. B. Kleinert Rubber Co.	63,225	——	——	——	——
Knights of Columbus	343,389	352,753	327,341	259,555	227,233
Alfred A. Knopf Inc.	124,934	122,440	179,319	131,485	100,860
Knouse Foods Coop.	112,935	201,841	106,011	69,171	——
Knox Company	382,259	406,206	392,213	373,394	312,880
Knox Gelatine Co.	406,924	393,997	385,347	162,473	197,947
Knudsen Creamery Co. of California	300,070	194,871	170,562	140,358	142,831
Kobrand Corp.	84,778	50,398	——	——	——
Korea Industries	27,794	25,535	——	——	——
Kress & Owen Co.	31,852	29,477	36,184	28,111	——
Kretschmer Corp.	59,068	153,953	74,097	83,177	83,969
Krey Packing Co.	140,937	120,088	120,121	124,768	59,536
Kroehler Mfg. Co. Ltd.	152,195	186,357	——	——	——
G. Krueger Brewing Co.	57,679	97,080	112,270	81,772	138,633

L

Laclede Gas Co.	173,267	106,255	121,102	102,489	97,188
L'Aiglon Apparel Inc.	157,347	114,061	124,671	109,337	104,871
Landers, Frary & Clark	37,678	35,379	——	43,889	304,370
Land O'Lakes Creameries	615,855	587,051	598,243	568,543	290,907
Sam Landorf Co.	30,108	33,916	29,096	——	——
Langendorf United Bakers Inc.	764,791	928,324	791,249	546,947	520,765
Lanolin Plus Inc.	606,668	317,227	337,702	1,368,423	——
Lanvin Parfums	27,299	——	——	——	——
V. La Rosa & Sons	139,178	75,920	121,140	——	——
Larsen Co.	66,430	73,627	51,202	36,384	38,678
Latrobe Brewing Co.	85,399	66,174	40,356	39,872	42,496
Lavoptik Co. Inc.	45,200	45,921	40,556	39,895	43,654
Lawry's Products	102,437	62,920	25,057	——	——
Lea & Perrins	65,523	——	——	——	——
Lee County Land & Title Co.	228,871	——	——	——	——
H. D. Lee Co.	198,462	158,418	96,008	——	——
Thomas Leeming & Co.	147,438	284,057	492,237	691,177	717,350
James Lees & Sons Co.	498,488	81,942	44,089	42,534	47,358
Lehn & Fink Prod. Corp.	83,211	61,356	55,540	38,211	136,847
Leslie Salt Co.	36,911	——	——	——	——
Lever Bros. Co.	9,290,071	14,288,510	10,200,701	7,672,939	6,803,797
Levy & Son, Henry S.	54,403	——	——	——	——
Lewis Food Co.	145,113	156,710	141,969	47,164	37,837
Lewis Howe Co.	63,937	170,880	609,208	703,686	735,363
Libby, McNeill & Libby	1,349,963	1,197,422	1,835,290	742,304	651,245
Liberty Baking Co.	29,987	——	——	——	——
Liberty Bell Studios	41,685	39,941	——	——	——
Liberty Mutual Ins.	43,779	304,713	290,812	240,371	126,960
Liberty Travel Service	100,709	82,000	——	——	——
Liebmann Breweries Inc.	2,548,483	2,644,463	2,167,613	2,029,431	2,435,829
Liggett & Myers Tobacco	1,983,298	2,763,668	1,755,772	1,569,970	3,628,065
Eli Lilly & Co.	122,810	——	——	——	——
Lily of France Inc.	91,023	76,638	83,622	119,789	117,359
Linco Products Co.	55,322	83,609	68,844	52,170	73,897
Lion Inc. (Gibbons Brewery)	42,331	53,752	49,814	31,518	25,608
J. B. Lippincott Co.	91,059	85,596	69,415	65,668	55,086
Little, Brown & Co.	129,176	186,039	175,695	89,267	83,454
Lockheed Aircraft Corp.	76,744	84,628	81,593	349,945	91,260
Lone Star Brewing Co.	175,812	54,740	66,756	37,823	——
Lone Star Gas Co.	162,000	134,370	142,332	107,392	85,564
Long Island Lighting Co.	108,760	46,678	45,038	——	——
Longines-Wittnauer Watch	47,686	112,378	87,219	137,169	——
P. Lorillard Co.	5,924,520	4,205,610	1,627,900	726,813	1,202,477
Los Angeles Department of Water & Power	90,136	69,162	58,501	60,923	78,746
Louisiana Sweet Potato Advertising & Development Board	27,952	——	——	——	——
Louisville & Nashville Railroad Co.	116,016	106,676	84,033	170,825	72,849
Joe Lowe Corp.	181,447	234,975	216,146	209,521	271,374
M. Lowenstein & Sons	150,359	71,952	143,127	——	——
Loxon Corp.	41,829	——	——	——	——
Lufthansa	181,358	61,626	78,916	——	——
Lummis & Co.	25,216	——	——	——	——
Lynn Gas & Elec. Co.	28,697	31,679	28,558	——	——

M

M&R Dietetic Labs	30,700	——	——	——	——
Macmillan Co.	153,421	132,487	154,016	75,729	103,180
Magic-Mold	90,214	58,249	36,165	——	——
Magnuson Properties	25,328	——	——	——	——
Maiden Form Brassiere Co.	503,217	869,275	455,791	499,897	448,200
Maine Potato Committee	28,537	——	——	——	——
B. Manischewitz Co.	73,398	84,741	46,300	62,067	43,359
Mfrs. Light & Heat Co.	41,430	45,439	37,615	——	——
Marathon Corp.	220,154	——	——	——	——
Marboro Books	67,053	32,872	32,389	45,885	27,319
Marcal Paper Mills	60,732	68,664	88,927	47,679	86,881
Charles Marchand Co.	34,924	35,840	——	——	——
Mars Inc.	71,634	373,929	——	——	——
Massachusetts Dept. of Commerce	60,025	34,353	——	——	——
Master Bronze Powder Co.	26,674	——	——	——	——
Mastic Tile Corp. of America	43,545	——	——	——	——
Matson Navigation Co.	174,926	153,675	76,998	——	——
George S. May Co.	114,024	——	——	——	——
Maybelline Co.	177,506	——	——	——	——
Oscar Mayer & Co.	881,214	693,131	634,833	464,448	429,229
Maytag Co.	628,713	647,500	643,538	124,614	775,916
E. J. McAleer & Co.	134,779	239,395	179,286	30,348	37,879
McCall Corp.	467,152	661,882	643,841	317,769	121,219
McCormick & Co.	187,965	——	——	——	——
McDowell, Oblensky Inc.	33,236	——	——	——	——
McGraw Edison Co.	105,038	237,594	——	——	——
McGraw-Hill Publishing	189,715	221,555	231,936	130,355	147,615
McGregor-Doniger Inc.	25,806	55,438	——	——	——
David McKay Co.	26,478	49,097	30,938	——	——
McKesson & Robbins Inc.	523,185	551,025	574,228	515,223	540,246
W. F. McLaughlin & Co.	61,763	41,371	64,551	61,468	——
Mead Corp.	26,031	——	——	——	——
Medical Service of the District of Columbia	58,520	——	——	——	——
Megs Macaroni Co.	27,771	51,617	30,871	27,980	34,233
Memory Research Corp.	43,205	——	——	——	——
Mennen Co.	132,282	——	——	——	——
Mentholatum Co.	130,241	——	——	——	——
Meredith Publishing Co.	152,321	363,914	420,145	242,534	181,713
G. & C. Merriam Co.	26,421	——	——	——	——
Merritt-Chapman Scott Corp.	198,107	157,992	——	157,949	——
Julian Messner, Inc.	39,361	56,311	34,370	——	——
Metropolitan Dairy Institute	44,294	——	——	——	——
Met. Life Ins. Co.	308,177	208,671	254,859	57,821	88,469
Metropolitan Utilities District (Omaha)	27,166	——	——	——	——
Metzger Dairy Co.	95,111	114,363	142,815	53,489	——
Metz Brewing Co.	34,127	——	——	——	——
Mexican Government Tourist Bureau	126,812	98,831	25,006	——	——
Mexicana De Aviacion	75,092	——	——	——	——
Miami Beach, Fla., Chamber of Commerce	154,737	109,913	——	——	——
Miami Beach Hotels & Motels Cooperative Listings	74,272	——	——	——	——
Miami Herald	77,648	——	——	——	——
Michigan Bell Telephone	223,655	233,319	188,897	161,164	187,567
Michigan Bulb Co.	287,141	305,257	235,649	183,640	138,178
Michigan Consolidated Gas	134,486	162,430	148,016	120,800	140,823
Michigan Hospital & Medical Service	68,982	——	——	——	——
Michigan Peat Inc.	44,644	71,249	59,250	33,854	——
Midland Chemical Co.	98,858	——	——	——	——
Midland Pharmacal Corp.	88,593	210,997	86,097	68,980	80,896
Louis Milani Foods Inc.	274,266	256,601	107,376	27,199	83,456
Miles Laboratories Inc.	775,377	427,418	325,710	273,771	319,010
Milk Foundation Inc.	110,763	38,426	161,753	170,365	126,902
Miller Brewing Co.	91,906	114,861	793,196	683,315	500,078
Milnot Co.	128,949	101,627	132,912	158,332	135,843
Milwaukee Gas & Light Co.	69,706	121,506	111,737	——	——
Minneapolis Gas Co.	94,016	69,771	49,162	43,045	——
Minnesota Hospital & Medical Service Inc.	48,587	——	——	——	——
Minnesnta Mining & Mfg.	97,116	110,566	253,874	197,402	100,921
Minnesota Power & Light Co.	29,699	27,622	30,980	——	——
Minute Maid Corp.	1,569,658	762,622	467,635	909,044	74,403
Mission Folk	34,061	——	——	——	——
Mississippi Power & Light Co.	40,634	26,150	29,023	——	——
Miss. Shipping Co.	38,611	39,508	42,126	44,627	38,211
Missouri Pacific Lines	73,572	65,330	51,805	68,545	68,845
Mobil Gas Service Corp.	44,011	37,422	——	——	——
Mobile Homes Manufacturers Assn.	42,455	127,542	——	——	——
Monarch Wine Co.	168,962	124,476	45,250	——	——
Monocle Inc.	26,930	——	——	——	——
Monongahela Power Co.	40,268	47,730	48,782	41,123	42,131
Monsanto Chem. Co.	65,165	36,646	2,519,640	2,163,223	4,101,841
Monticello Raceway	34,803	——	——	——	——
Moore-McCormack Lines	104,987	62,146	52,228	33,857	78,555
John Morrell & Co.	1,184,855	916,164	1,052,384	905,407	543,731
Philip Morris & Co.	5,572,421	5,464,195	5,975,055	4,805,642	1,245,847
Norman M. Morris Corp.	52,321	138,144	89,870	52,908	40,376
William Morrow & Co.	35,178	57,794	32,774	27,372	30,096
Morton Salt Co.	354,938	101,805	28,333	121,315	304,729
Motorola Inc.	1,291,340	1,154,735	584,611	532,447	372,045
Mountain States Tel. & Tel. Corp.	89,272	82,243	77,218	74,993	55,256
Mountain Valley Water	149,337	210,075	172,284	175,250	160,931
Mr. Boston Distiller Inc.	28,924	84,979	63,807	45,565	59,340
Mrs. Smith Pie Co.	46,603	——	——	——	——
C. F. Mueller's Co.	141,653	101,739	154,032	145,257	123,635
Murine Co. Inc.	132,918	114,381	——	147,462	143,900
Murray Corp. of America	406,200	116,254	427,233	160,309	——
Mutual Benefit Health & Accident Assn.	361,240	773,734	965,667	1,182,428	1,203,130

N

Nalley's Inc.	64,981	54,362	117,621	83,299	——
Narragansett Brewing Co.	79,617	110,701	114,573	80,496	55,874
Narragansett Elec. Co.	62,432	78,759	71,326	67,726	74,658
Nash-Finch Co.	84,534	——	——	——	——
Nashville Elec. Serv. Co.	33,691	34,418	——	29,754	26,299
Nashville Gas Co.	32,886	29,381	——	31,720	33,196
Nassau, Bahamas, Development Board	286,214	309,010	236,966	——	——
National Airlines Inc.	1,257,854	1,571,710	1,384,476	1,130,551	1,003,189
National Biscuit Co.	2,582,993	3,362,597	4,281,819	3,528,133	2,354,007
Nat. Board of Fire Underwriters	86,275	119,825	91,779	137,148	121,448
National Brewing Co.	25,482	239,175	295,687	138,940	78,803
National Broiler Council	31,046	——	——	——	——
National Cranberry Assn.	99,881	167,850	383,516	351,644	403,299
National Dairy Prod.	6,029,557	6,848,351	7,115,172	4,811,426	3,338,891
National Dis. Prod.	6,702,284	8,541,769	8,628,760	6,715,088	6,718,375
National Dynamics Corp.	49,302	——	——	——	——
National Gypsum Co.	47,546	65,024	——	94,673	107,116
National Lead Co.	59,893	29,372	——	82,431	——
National Oats Co.	41,070	46,158	90,660	80,305	71,393
National Presto Ind.	106,712	90,644	——	——	——
National Selected Products	36,623	——	——	——	——
National Steel Corp.	25,150	30,915	52,472	71,391	127,736
National Sugar Refining	106,578	106,587	107,148	131,667	51,328
National Telefilm Assn.	166,602	36,245	——	——	——
Nat. Trailways Bus Sys.	281,998	244,495	254,154	213,502	186,832
Nationwide Mut. Insur.	294,798	303,649	778,174	941,134	——
Necchi Sewing Machine Sales	72,889	115,883	116,164	109,678	152,976
Nehi Corp.	361,377	430,642	512,332	463,250	562,335
Thomas Nelson & Sons	28,930	102,763	50,315	50,602	50,765
Nestle Co.	998,174	1,889,158	3,319,632	2,772,989	2,344,852
Neuhoff Packing Co.	26,483	——	——	——	——
New Brunswick Travel Bureau	41,276	——	——	——	——
New England Confectionery	41,500	158,412	100,051	28,078	——
New England Fish Co.	93,049	——	——	——	——
New England Tele. & Telegraph Co.	122,765	116,029	122,047	118,336	121,051
New Hampshire State Planning & Development Commission	28,284	——	——	——	——
New Jersey Bell Tele.	229,468	230,699	198,704	193,563	170,452
New Jersey Blue Cross & Blue Shield	26,351	——	——	——	——
New Jersey Dept. of Agriculture	41,420	——	——	——	——
New Orleans Public Serv.	78,548	63,419	61,328	62,601	67,638
New York Daily News	141,535	116,484	——	——	——
New York Herald Tribune	47,150	29,032	——	——	——
New York Life Insur.	1,219,929	1,226,901	169,154	143,657	80,750
N. Y., New Haven & Hartford Railroad Co.	45,411	54,993	67,551	198,121	134,047
New York-New Jersey Metropolitan Area Brewers	35,127	——	——	——	——
New York Post	76,190	——	——	——	——
N. Y. State Dept. of Commerce	101,945	106,990	112,073	——	——
N. Y. Telephone Co.	822,910	734,943	692,960	744,320	646,079
New York Times	261,140	301,772	322,070	30,325	71,950
N. Y. World Telegram & Sun	68,383	211,127	——	——	——

WARM
FRIENDLY
DEPENDABLE

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THE CHICAGO AMERICAN
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	1958	1957	1956	1955	1954
Niagara Frontier Transit System Inc.	43,451	27,105	27,265	30,102	——
Niagara Mohawk Power	128,541	138,970	133,911	145,866	136,040
Nicolay-Dancey Inc.	49,523	122,666	53,361	26,244	51,860
Nissen Baking Co.	38,959	41,300	——	——	——
Norfolk & Western Railway	63,917	150,467	156,356	142,156	136,900
North American Accident Insurance Co. of Chicago	34,951	——	——	——	——
North Amer. Aviation	77,030	49,743	323,238	286,338	73,943
North Amer. Life & Casualty Co.	42,960	27,012	——	——	——
North Amer. Philips	250,034	45,047	77,947	121,472	171,915
North Central Airlines	99,720	33,833	36,273	62,420	34,723
North Woods Coffee Co.	80,146	42,191	——	——	——
Northam-Warren Corp.	650,266	736,923	626,841	97,939	246,619
Northeast Airlines	752,536	700,109	56,425	42,784	507,142
Northern Ill. Gas Co.	29,960	30,302	27,288	——	——
Northern Ind. Pub. Serv.	63,781	63,817	6,507	59,565	51,926
Northern Natural Gas Co.	184,424	130,922	41,757	——	——
Northern Pacific Railway	161,846	135,961	111,782	103,471	110,772
Northern States Power Co.	239,255	186,885	175,036	154,156	116,666
Northrop, King & Co.	66,732	62,863	63,750	——	——
Northwest Airlines	228,865	582,162	776,430	——	——
Northwestern Bell Tel.	188,085	231,203	187,834	209,707	200,729
Northwestern National Life Ins. Co.	28,462	——	——	——	——
W. W. Norton & Co.	42,567	56,920	30,249	27,694	61,690
Norwegian Amer. Line Agency	87,240	26,829	36,122	——	——
Norwich Pharmacal Co.	1,323,673	778,806	371,663	355,197	861,972
Noxon Inc.	27,321	——	——	——	——
Noxzema Chem. Co.	718,749	580,103	486,513	678,214	918,969

O

Oakite Products Inc.	44,037	25,026	143,320	128,258	48,005
Ocean Highway Assn.	29,004	32,824	31,121	——	——
Oertel Brewing Co.	47,475	158,140	143,098	205,172	173,216
Ohio Bell Tele. Co.	237,262	226,610	213,244	267,903	190,584
Ohio Edison Co.	79,435	——	——	——	——
Ohio Elec. Co.'s	37,729	34,618	37,714	——	——
Ohio Oil Co.	346,554	153,572	——	99,451	239,390
O-Jib-Wa Med. Co.	36,307	53,204	52,904	46,484	45,427
Oklahoma Gas & Elec. Co.	30,434	——	——	——	——
Okla. Nat. Gas Co.	28,115	49,697	38,734	32,061	——
Oklahoma Oil Co.	91,040	——	——	——	——
Old Amer. Insur. Co.	135,768	95,975	91,032	——	——
Old Dutch Coffee Co.	60,245	97,133	29,939	——	——
Old Reading Brewery Inc.	33,608	41,471	37,032	37,918	48,357
Olin Mathieson Chem.	40,801	33,973	248,953	287,650	58,432
Olympia Brewing Co.	379,198	296,591	256,702	187,962	146,687
Ontario Travel Bureau	65,406	28,550	30,090	——	——
Open Pit Food Sales	46,383	——	——	——	——
Orange-Crush Co.	37,610	29,766	31,456	32,080	59,295
Oregon Travel Information Bureau	56,477	59,588	74,620	——	——
Oregon-Washington-Calif. Pear Bureau	49,745	63,377	47,394	59,142	29,000
Orient Line	285,819	91,847	71,379	53,206	——
Henry F. Ortlieb Brewing	67,360	64,783	64,962	58,212	57,367
John Oster Mfg. Co.	43,320	——	——	——	——
Ostrex Co.	80,370	94,711	64,283	69,157	72,767
Otarion Inc.	31,526	——	——	——	——
Outboard Marine & Mfg	157,461	598,766	341,591	280,553	277,396
Owens-Ill. Glass Co.	274,312	450,805	376,349	——	——
Oxford U. Press Inc.	28,300	64,717	62,832	38,924	48,522

P

Pabst Brewing Co.	72,371	358,520	1,392,270	1,378,172	372,795
Pacific Air Lines, Inc.	38,257	——	——	——	——
Pacific Coast Paper Mills of Wash. Inc.	113,948	230,045	166,178	134,857	137,404
Pacific Far East Steamship Lines	79,358	——	——	——	——
Pacific Gamble Robinson	27,170	——	——	——	——
Pacific Gas & Elec. Co.	357,572	244,528	218,700	224,731	199,042
Pacific Hawaiian Prod. Co.	469,944	351,853	——	——	——
Pacific Mut. Life Insur.	148,213	153,356	107,295	26,594	34,221
Pacific Northern Airlines Inc.	44,249	42,007	46,755	42,698	38,097
Pacific Northwest Pipeline Co.	69,410	——	——	——	——
Pacific Power & Light Co.	43,567	58,175	66,649	47,564	——
Pacific Southwest Airlines	25,364	——	——	——	——
Pacific Tel. & Tel. Co.	586,148	570,097	625,311	717,204	549,092
Packard-Bell Co.	35,530	126,231	85,780	51,981	46,129
Paddington Corp.	46,277	25,596	——	25,408	——
Palm Beach Co.	204,986	213,071	179,661	138,378	——
Pan-American Coffee Bureau	137,011	——	——	——	——
Pan American Life Insurance Co.	58,757	50,177	——	——	——
Pan American World Airways	2,386,489	1,824,054	1,334,910	1,355,172	1,130,703
Pandora Knitwear	28,612	——	——	——	——
Pantheon Books Inc.	35,991	35,360	41,428	43,376	——
Parker Pen Co.	465,779	248,087	34,402	186,607	36,582
Joseph Parmet Co.	75,199	82,279	86,346	79,741	54,507
Parti-Day	60,062	——	——	——	——
Patti-Lane Inc.	43,845	87,377	——	——	——
Paxton & Gallagher Co.	144,165	118,792	91,815	100,481	86,936
Pearl Brewing Co.	160,656	146,322	126,672	108,614	——
F. H. Peavey Co.	218,136	149,869	58,995	——	——
Penick & Ford Ltd.	241,079	155,668	289,208	131,389	46,914
Peninsular & Occidental Steamship Co.	63,207	79,741	48,054	42,248	38,820
Pen-Jel Corp.	36,246	——	——	——	——
Pa. Ind. Dev. Authority	31,203	32,112	25,569	——	——
Pa. Mut. Life Insur. Co.	69,515	52,043	39,234	——	——
Pa. Power & Light	104,647	113,185	136,520	84,692	35,620
Pa. Railroad	25,643	116,382	191,442	169,351	161,525
Pa. Threshermen & Farmers Mut. Cas. Ins.	25,268	37,283	56,283	43,127	30,643
Peoples Gas Light & Coke	387,350	339,144	359,910	327,971	225,309
Peoples Nat. Gas Co.	50,081	32,063	38,095	30,926	——
Pepperidge Farm Inc.	34,408	77,978	38,292	159,055	——
Pepsi-Cola Co.	3,818,818	3,087,613	2,699,739	2,314,609	1,543,614
Perk Dog Food Co.	25,394	48,754	38,755	——	——
Pet Milk Co.	634,259	698,073	165,499	64,912	274,548
Peter Pan Foundations	63,672	——	——	——	——
Peterson Ointment Co.	32,949	42,991	50,970	62,778	60,594
Petite Miss Co.	25,806	——	——	——	——
Peugeot Inc.	79,833	——	——	——	——
Pevely Dairy	61,205	——	——	——	——
Pfeiffer Brewing Co.	146,910	197,589	65,290	209,145	162,965
Pfeiffer's Food Prod.	46,943	62,931	42,827	——	——
Charles Pfizer & Co.	209,148	61,230	71,569	——	——
Pharmaceuticals, Inc.	733,284	1,096,064	443,761	——	——
Phila. Electric Co.	151,412	169,761	188,301	180,591	145,983
Phila. Gas Works Co.	82,475	67,460	103,924	113,523	100,210
Philadelphia News	155,677	——	——	——	——
Philadelphia & Reading Corp.	95,596	——	——	——	——
Philco Corp.	1,333,739	2,130,415	714,393	990,716	1,349,976
Phillips Petroleum Co.	1,985,310	1,774,172	1,446,058	1,519,645	1,519,911
Piedmont Aviation Inc.	104,828	99,166	126,069	106,754	77,556
Piedmont Nat. Gas Co.	59,811	62,232	62,121	46,455	38,680
Piel Bros.	34,415	100,384	179,916	404,867	680,474
Pierce Co., S. S.	34,390	25,197	——	——	——
Pierce & Stevens Chemical	26,814	——	——	——	——
Pierce's Proprietaries Inc.	32,581	42,267	——	57,761	30,495
Pillsbury Mills Inc.	2,953,890	3,114,078	2,969,334	1,608,694	907,095
Pilsener Brewing Co.	38,132	37,297	53,388	——	——
Pinex Co.	153,749	159,328	49,540	203,438	71,690
Lydia E. Pinkham Medicine Co.	396,888	315,345	461,224	166,230	221,983
Bartolomeo Pio Inc.	114,193	——	——	——	——
Pioneer Suspender Co.	26,430	——	——	——	——
Pittsburgh Brewing Co.	125,477	113,748	101,876	72,440	95,052
Pittsburgh Plate Glass Co.	217,547	——	——	——	——
Planters Nut & Chocolate Co.	78,386	33,096	55,348	28,912	76,651
Plough Inc.	1,473,643	1,425,079	945,096	942,678	834,465
Plymouth Homes	25,576	——	——	——	——
Poirette Corsets Inc.	32,540	28,650	60,785	40,298	30,330
Polk Miller Prod. Corp.	94,229	126,949	195,401	——	——
Popper-Morson Corp.	26,958	26,100	——	——	——
Portland Cement Assn.	378,282	290,179	173,652	206,720	320,505
Portland Gen. Elec.	44,588	42,945	45,238	34,109	——
Potter Drug & Chem.	162,769	232,114	206,644	197,006	174,780
Premium Toy Co.	58,074	——	——	——	——
Prentice-Hall Inc.	72,073	84,176	87,702	120,515	79,598
Procter & Gamble Co.	6,972,897	7,939,655	7,141,885	7,946,306	7,251,400
Proctor Electric Co.	43,140	——	——	——	——
Prolarmon Inc.	114,071	——	——	——	——
Providence Gas Co.	103,697	104,541	100,234	48,128	50,180
Pru. Ins. Co. of Amer.	2,348,539	2,066,847	2,203,603	1,415,597	1,239,630
Pub. Serv. Co. of Colo.	79,430	83,095	86,587	73,496	68,659
Pub. Serv. of N. J.	206,616	413,730	298,140	270,418	274,916
Pub. Serv. of Northern Illinois	179,816	180,800	203,740	254,891	90,649
Publicker Ind. Inc.	914,644	1,718,057	2,005,438	1,771,961	1,945,487
Publishers Clearing House	57,123	——	——	——	——
Pure Oil Co.	293,140	619,101	922,922	642,200	369,871
Purex Corp. Ltd.	1,079,175	306,386	679,928	737,422	1,000,881
Puritan Sportswear Corp.	158,026	86,398	53,891	——	——
Puritron Corp.	30,819	——	——	——	——
Purity Maid Baking Co.	54,107	38,738	——	——	——
I. Putnam Inc.	62,594	59,377	31,730	29,921	28,301
G. P. Putnam's Sons	104,659	85,636	47,135	48,163	38,489

Q

Qantas Empire Airways Ltd.	160,897	34,350	——	——	——
Quaker Oats Co.	3,889,910	3,839,399	2,681,805	2,592,870	2,196,409
Quality Dairy Co.	139,062	115,547	100,271	91,395	106,875
Quality Importers Inc.	324,957	71,866	166,289	162,084	86,560
Quebec Provincial Publicity Bureau	119,018	75,807	——	——	——

R

Radiator Specialty Co.	103,687	——	——	——	——
Radio Corp. of Amer.	1,123,108	1,572,306	2,441,853	2,365,379	1,569,702
Ragu Packing	46,263	——	——	——	——
Raleigh Dept. of Conservation & Development	95,523	——	——	——	——
Ralston Purina Co.	449,470	640,974	532,266	84,894	408,151
Random House Inc.	227,658	234,891	186,344	166,108	108,580
Rath Packing Co.	923,714	125,470	857,526	194,065	41,504
Rayonier Inc.	34,113	——	——	——	——
Reader's Digest Assn.	1,680,734	1,504,352	1,269,422	794,341	564,559
Ready-To-Bake Foods Inc.	115,083	74,847	170,045	66,220	86,897
Real Airlines	48,783	51,035	——	——	——
Real Gold Co.	41,831	74,316	——	——	——
Realemon-Puritan Co.	144,078	116,759	——	——	——
Reardon Co.	38,763	56,110	133,711	142,950	80,859
Red Scissors Coupon	134,365	134,588	89,864	——	——
Reddi-Wip Inc.	72,102	279,764	60,662	115,738	320,619
Red Star Yeast & Products Co.	51,451	——	——	——	——
Reese Candy Co., H. B.	44,138	——	——	——	——
Regal Pale Brewing Co.	330,425	142,987	31,700	44,960	40,280
Regensburg, E. & Sons	41,217	33,217	——	——	——
Regnery, Henry Co.	28,173	38,249	——	——	——
Wm. B. Reily & Co.	58,285	229,201	154,522	85,874	44,694
Relax-A-Cizor	41,852	135,078	60,522	——	——
Reliance Mfg. Co.	58,754	——	——	——	——
Renault Selling Branch	294,796	232,545	57,039	——	——
Renfield Imp. Ltd.	1,945,070	1,756,395	1,495,075	1,298,745	1,092,658
Resinol Chemical Co.	125,719	142,371	138,405	143,505	142,760
Revere Camera Co.	75,585	59,654	33,155	74,667	41,646
Revere Sugar Refinery	92,942	99,066	——	——	——
Revlon Inc.	1,070,000	1,138,708	1,120,259	685,252	1,589,450
Rexall Drug Co.	2,881,419	941,047	768,111	323,667	85,984
Reynolds Metals Co.	169,776	406,555	262,652	86,840	43,807
R. J. Reynolds Tobacco	5,215,711	4,600,007	6,517,893	3,793,402	3,100,393
Richfield Oil Corp. of California	400,604	367,026	351,477	245,029	451,569
Richmond Dept. of Conservation & Dev.	35,941	41,115	——	——	——
Richmond-Chase Co.	128,571	255,560	180,269	114,263	41,588
Rigby Models	93,899	——	——	——	——
Rinehart & Co. Inc.	58,877	92,669	56,265	57,886	65,051
Roberts Dairy Co.	80,377	58,845	28,060	——	——
Rochester Gas & Elec.	118,180	128,071	129,059	96,801	95,931
Rocknoll Nursery	38,369	49,854	31,900	——	——
Rod's Food Products	28,112	——	——	——	——
Roman Cleanser Co.	123,369	163,984	245,260	179,109	214,956
Roman Meal Co.	82,345	95,767	116,742	112,427	86,410
Ronson Corp.	63,786	41,525	220,465	49,173	238,474
Rootes Motors Inc.	387,363	325,890	80,384	42,434	66,094
George D. Roper Corp.	26,642	——	——	——	——
Roquefort Assn. Inc.	29,007	25,160	——	——	——
L. Rose & Co.	58,857	——	——	——	——
Rubbermaid	81,606	——	——	——	——
Helena Rubinstein Inc.	394,552	973,866	1,241,852	268,945	330,187
Jacob Ruppert	40,854	31,665	171,380	515,975	315,583
Russell-Miller Milling Co.	33,293	28,797	——	——	——
Rustair Products	35,905	44,743	44,714	——	——
Rust-Oleum Corp.	141,579	168,938	89,468	67,833	48,059

S

S. S. S. Co.	149,896	64,921	94,163	58,892	67,899
Sabena Belgian World Airlines	27,645	85,858	125,491	180,709	——
Sacramento Municipal Utility District	30,616	——	——	——	——
St. Martin's Press	54,036	——	——	——	——
Salada Tea Co. Inc.	138,992	256,352	——	——	——
Sandura Co.	39,318	151,446	67,726	78,663	54,609
San Giorgio Macaroni	32,652	——	——	——	——
Sani-Wax Co.	26,003	——	——	——	——
Santa Fe Wine Co.	26,311	——	——	——	——
Sarong Inc.	125,987	69,943	——	——	——
C. F. Sauer Co.	197,337	188,492	169,668	153,317	124,006
Savannah Sugar Rfg. Corp.	72,458	72,797	75,606	50,608	——
Savogran Co.	31,113	——	——	——	——
Sawyer's Inc.	164,346	156,396	148,031	69,481	28,390
Scaife Co.	61,846	——	——	——	——
Scandinavian Airlines System	497,962	490,578	377,178	366,198	264,111
F&M Schaefer Brewing	867,590	648,283	678,040	551,932	750,051
Adam Scheidt Brewing Co.	40,069	92,776	108,042	124,224	100,942
Schenley Industries	8,952,863	8,295,414	7,329,320	5,925,590	6,157,600
Schering Corp.	529,744	708,696	53,473	219,060	——
Schick	141,079	——	——	——	——
Schieffelin & Co.	116,210	107,997	82,768	121,153	93,668
Jos. Schlitz Brewing Co.	665,793	2,711,244	412,239	706,432	1,186,560
Wm. Schluderberg-T. J. Kurdle Co.	31,243	34,452	59,796	——	——
Schmidt Baking Co.	32,008	75,671	49,764	39,849	39,095
C. Schmidt & Sons Inc.	334,758	293,100	277,917	329,843	216,651
Scholl Mfg. Co. Inc.	479,203	380,794	333,012	315,043	302,495
Scholz Homes	39,634	——	——	——	——
S. A. Schonbrunn & Co. Inc.	136,868	124,511	92,972	58,035	126,953
Schuckl & Co.	27,901	34,954	——	——	——
Scott-Atwater Mfg. Co. Inc.	132,576	57,919	30,652	41,924	47,375
Scott Paper Co.	893,119	686,028	1,112,815	257,272	287,126
D. M. Scott & Sons Co.	244,737	152,670	135,496	136,394	72,684
Scoville Mfg. Co.	271,167	116,478	——	——	——
Scranton Gas Co.	42,616	66,352	——	——	——
Chas. Scribner's Sons	75,471	104,938	63,077	81,377	115,992
Scripto Inc.	130,640	477,501	350,837	234,192	113,613
Sea Breeze Lab. Inc.	25,110	30,086	26,074	35,241	——
Seaboard Air Line RR	177,888	201,289	179,596	179,061	149,781
Seabrook Farms Co.	205,538	100,660	220,825	122,089	285,289
Sealy Inc.	104,011	178,888	239,732	150,142	123,243
Seeman Brothers Inc.	411,692	218,252	453,767	232,360	107,640
Serta Associates Inc.	280,627	511,767	109,221	87,712	103,166
Sessions Co.	57,151	——	——	——	——
Seven-Up Co.	288,992	329,036	250,201	263,665	967,994
W. A. Sheaffer Pen Co.	384,713	65,438	122,289	——	——
Shedd-Bartush Foods	29,010	——	——	——	——
W. Sheinker & Son Inc.	136,087	100,840	77,810	65,939	53,748
Shell Oil Co.	2,465,433	2,240,129	4,215,509	2,407,907	1,752,079
Sherwin-Williams Co.	304,726	337,172	330,496	100,069	89,224
Shields Inc.	25,806	29,070	33,392	77,120	62,830
Ship-N-Shore Inc.	28,486	43,073	——	——	——
Shulton Inc.	591,268	473,804	409,408	463,789	430,918
Shwayder Bros. Inc.	129,797	254,007	219,485	222,561	31,420
Sicks Rainier Brewing	59,765	——	——	——	——
Siegler Corp.	75,953	121,544	95,549	101,571	232,136
Silver Spring Gardens	31,854	31,362	31,162	——	——
Simca Inc.	240,988	65,295	——	——	——
Simmons Co.	182,298	501,807	421,589	413,445	219,628
Simmons Tours Inc.	65,045	76,768	58,693	58,721	——
Simon & Schuster Inc.	386,332	328,101	270,369	224,818	223,596
Simoniz Co.	1,264,883	485,482	379,459	483,412	428,158
Sinclair Mfg. Co.	49,588	35,461	——	——	——
Sinclair Refining Co.	230,518	1,265,346	1,733,642	939,410	1,056,179
Siroil Labs. Inc.	105,089	106,666	94,469	87,012	92,633
Skelly Oil Co.	560,007	195,955	258,041	231,083	142,685
Skil Corp.	133,167	84,760	——	——	——
Skinner Mfg. Co.	48,176	61,265	72,117	29,040	80,719
Sleep-Eze Co.	87,327	——	——	——	——
Slenderella International	50,416	——	——	——	——
Slimtown Inc.	53,956	——	——	——	——
A. O. Smith Corp.	117,342	41,558	80,592	136,799	114,859
Smith-Corona Inc.	280,778	106,826	——	——	——
Sno-Bol Co.	29,261	68,291	113,753	68,763	——
F. H. Snow Canning Co.	92,175	73,156	63,791	56,862	44,882
Socony-Mobil Oil Co. Inc.	2,836,019	2,563,252	2,501,197	2,562,350	2,389,393
Solarine Co.	51,325	69,724	53,689	——	——
Sorbol Co.	28,695	25,449	30,643	26,232	25,834
South African Rock Lobster Assn.	62,528	——	——	——	——
So. Car. Devel. Board	30,423	38,197	——	——	——
So. Car. Elec. & Gas	28,331	38,145	34,368	33,703	35,841
South Dakota's State Highway Commission	49,608	34,052	34,657	——	——
Southern Airways	29,565	35,987	45,611	34,031	——
Southern Bell Telephone & Telegraph Co.	508,466	449,100	486,170	465,690	283,047
So. Cal. Edison Co.	414,617	84,070	55,113	——	——
So. Cal. Gas Co.	321,686	227,214	103,230	242,349	173,088
Southern Co.	316,637	217,948	254,238	178,690	185,138
So. Ind. Gas & Elec.	64,113	63,194	61,638	75,044	78,343
So. New Eng. Tel.	129,628	146,288	85,986	100,253	46,976
So. Pacific Co.	263,567	199,344	288,853	366,334	320,946
Southern Pine Assn.	42,302	33,139	29,970	——	——
Southern Railway Sys.	157,364	157,706	175,224	165,120	167,540
Southern Union Gas Co.	59,927	51,302	34,357	46,384	28,262
Southwestern Bell Tel.	334,221	375,538	357,658	251,375	222,417
Southwestern Life Ins.	36,807	37,567	33,963	29,250	29,663
Spanish Tourist Office	27,013	——	——	——	——
Speas Co.	60,068	31,936	36,612	29,581	——
Speedway Petroleum Co.	70,432	56,416	111,765	25,874	107,832
Sperry & Hutchinson Co.	102,779	178,251	1,025,154	——	——
Sperry Rand Corp.	153,809	226,842	119,290	168,673	——
Sperti-Farraday	33,011	39,160	56,446	——	——
Spratt's Patent (America) Ltd.	35,042	——	——	——	——
Springs Cotton Mills	95,749	44,460	49,862	59,739	46,546
Squirt Co.	177,898	143,725	120,640	196,223	205,329
Stahl-Meyer Inc.	29,813	98,559	52,589	50,112	63,752
A. E. Staley Mfg. Co.	80,643	310,787	60,427	412,946	160,801
Stamper Co., F. M.	56,157	70,073	——	——	——
Stanback Co. Ltd.	60,382	87,165	95,371	126,952	110,238
Standard Brands Inc.	2,768,516	3,743,465	2,963,542	2,884,460	3,740,877
Standard Educational Service	157,781	——	——	——	——
Standard Food Products Corp.	26,899	——	——	——	——
Standard Knitting Mills	162,083	——	——	——	——
Standard Milling Co.	106,322	174,616	376,805	520,109	356,602
Std. Oil Co. of Cal.	2,047,287	1,749,413	1,543,433	1,043,057	1,223,070
Std. Oil Co. (Ind.)	3,231,748	2,763,047	2,203,736	1,870,732	1,469,876
Std. Oil Co. Inc. in Ky.	136,187	55,880	54,520	107,958	136,008
Std. Oil Co. (N. J.)	3,305,724	2,682,164	3,442,246	2,311,542	2,389,288
Std. Oil Co. (Ohio)	354,491	427,528	431,615	507,889	476,332
Standard Packaging Corp.	38,034	——	——	——	——
Standard Romper Co.	25,927	37,307	——	——	——
Standard-Triumph Motor Co.	201,635	61,605	——	——	——
Stanley Warner Corp.	995,358	1,211,793	1,731,153	——	——
Star-Kist Foods Inc.	778,418	341,309	522,726	220,941	120,756
State Farm Mut. Auto Ins.	107,329	119,577	94,979	176,032	65,854
Stauffer Reducing	366,112	——	——	——	——
Stegmaier Brewing Co.	130,323	73,488	105,505	111,109	144,843
A. Stein & Co.	97,131	65,814	46,759	116,639	60,885
Stephano Brothers	40,250	——	——	——	——
Sterling Artco	164,322	——	——	——	——
Sterling Drug Inc.	2,329,208	2,423,801	2,518,287	2,552,622	2,822,348
Sterns Nurseries	33,820	46,259	——	——	——
Eugene Stevens Inc.	67,779	90,158	27,180	——	——
J. P. Stevens & Co.	307,708	386,822	332,149	424,922	140,164
Stewart's Pvt. Blend Coffee	107,845	69,137	34,720	30,304	——
Stitzel-Weller Distillery	430,506	593,795	506,019	462,286	412,653

everything's **UP** to date in kansas city

UPs In Kansas City's Business UPsurge

Here's the statistical story of Kansas City's progress for the first quarter this year as compared with the first quarter of 1958.

FIRST QUARTER 1959	INCREASE OVER 1958	FIRST QUARTER 1959	INCREASE OVER 1958
Bank Clearings $6,140,302,282	UP $786,177,273	Postal Receipts $7,369,306	UP $937,226
Bank Deposits $769,080,552	UP $57,320,241	Electric Current 698,583,961 KILOWATT HOURS	UP 51,378,715
Checks Cashed $5,444,855,961	UP $556,286,975	Housing Completions 1792	UP 890
Real Estate Sold $29,346,000	UP $540,000	Star's Adv. Lineage 11,241,549 lines	UP 690,219 lines 6.5% Increase

THE KANSAS CITY STAR

Average Net Paid Circulation April 1959 And Increase Over April 1958

Morning, 340,336—UP 6,508 Evening, 345,775—UP 6,044 Sunday, 368,251—UP 9,217

	1958	1957	1956	1955	1954
Stokely-Van Camp Inc.	1,071,701	1,632,450	500,269	372,622	521,225
Storz Brewing Co.	29,184	—	—	—	—
Stouffer Corp.	279,642	89,764	116,029	—	—
Stowe-Woodward Inc.	30,604	41,688	35,630	—	—
Levi Strauss & Co.	306,448	266,796	270,423	227,626	184,315
Stroehmann-Sunbeam Bakery	130,633	147,982	118,081	86,063	63,130
Stroh Brewery Co.	794,494	1,020,284	943,507	761,155	480,595
Studebaker-Packard Corp.	2,738,153	4,804,199	4,495,716	6,025,371	5,121,118
Sugar Information Inc.	327,021	329,541	236,434	226,041	205,901
Sugarine Co.	43,584	51,562	72,595	53,925	—
R. G. Sullivan	25,639	—	—	—	—
Sun Life Assurance Co.	70,459	108,737	69,424	—	—
Sun Oil Co.	2,232,172	1,988,756	2,344,121	2,188,692	1,610,937
Sunbeam Baking Co.	390,493	422,746	296,079	237,335	212,941
Sunbeam Corp.	491,440	1,036,530	1,141,303	669,578	444,207
Sunkist Growers Inc.	624,300	365,882	467,066	225,221	999,731
Sunlite Bakery Co.	49,942	32,908	41,252	50,315	51,756
Sunray Mid-Cont. Oil Co.	170,583	159,748	372,540	—	—
Sunset House	67,579	51,444	50,395	31,418	27,480
Sunshine Biscuit Inc.	765,154	644,634	1,135,499	708,187	641,750
Sure-Fit Products Co.	290,583	144,938	129,884	39,826	—
O. A. Sutton Corp.	44,306	56,918	48,792	86,248	11,908
Swedish Amer. Line	164,583	84,348	48,316	33,417	25,557
Swift & Co.	2,097,736	1,754,464	3,223,682	3,185,454	2,971,310
Jno. H. Swisher & Sons	177,352	130,730	145,785	—	—
Swiss Air Tourist Co.	126,659	133,440	112,373	53,554	69,047
Switzerland Cheese Assn.	81,065	55,374	43,822	31,136	—
Sylvan Seal Milk Inc.	52,944	87,631	—	—	—
Sylvania Elec. Prod.	135,183	104,361	665,569	634,566	789,859
T					
Tampa Electric Co.	39,798	30,221	27,012	—	—
Tampax Inc.	613,335	502,933	326,078	365,870	336,297
Tappan Co.	62,873	—	—	—	—
Tasty Baking Co.	57,548	91,142	88,256	—	—
Taylor Wine Co.	35,011	—	—	—	—
Technique Inc.	26,207	—	—	—	—
Tennessee Division of Information (Nashville)	27,485	—	—	—	—
Tennessee Gas Transmission Co.	26,828	31,539	—	—	—
Tenn. Ind. Agri. Dev. Commission	30,864	25,539	—	—	—
Terminal Liquors Ltd.	52,521	40,205	50,415	41,953	63,299
Tetley Tea Co.	130,316	31,691	32,787	67,085	34,396
Texas Co.	656,463	919,242	1,210,317	1,125,092	2,172,663
Tex. East. Transmission	60,227	58,542	44,385	31,425	—
Tex. Elec. Serv. Co.	74,848	74,062	69,621	59,311	60,221
Textured Yarn Co.	50,491	83,958	54,670	—	—
Thayer Labs	29,984	—	—	—	—
S. B. Thomas Inc.	144,981	163,694	120,346	139,036	98,961
Thoroughbred Racing Assns. of the U. S.	28,420	—	—	—	—
Thorsen Direct Sales	328,552	547,369	345,035	572,770	410,235
Thrivo Co.	30,236	69,305	—	—	—
Tide Water Oil Co.	976,501	1,106,714	326,172	—	—
Tidy House Prod. Co.	407,889	433,696	111,287	268,161	51,162
Tillamook County Creamery Assn.	88,753	79,005	60,771	122,705	48,445
Time Inc.	1,584,721	1,630,860	1,344,516	2,749,181	1,380,127
Times-Mirror Co.	78,943	—	—	—	—
Timken Roller Bearing Co.	99,626	165,000	170,760	92,361	156,250
Tobin Packing Co.	260,914	311,612	231,261	191,801	214,839
Toledo Edison Co.	72,382	61,055	71,521	65,349	70,684
Tonsiline Co.	35,609	35,629	26,554	25,985	32,267
Top Value Enterprises	1,196,120	510,300	229,110	—	—
Toro Inc.	94,096	90,462	66,824	—	—
Toyota Motor Co.	35,924	—	—	—	—
Trane Co.	75,058	—	—	—	—
TransAmerica Corp.	57,931	108,131	—	—	—
Trans-Atlantic Passenger Conference	171,267	—	—	—	—
Trans-Caribbean Airways	30,427	—	—	—	—
Trans Continental Airlines Agency Corp.	179,689	—	—	—	—
Trans Cont. Bus System	35,595	77,695	141,053	—	—
Transocean Air Lines	37,885	26,221	—	—	—
Trans-Texas Airways	39,323	86,708	87,656	71,113	38,195
Trans World Airlines Inc.	2,604,497	2,387,818	2,182,757	1,675,558	1,167,061
B. F. Trappey's Sons Inc.	36,697	43,565	45,152	41,485	44,114
Traveltyme Cruise Lines	25,707	—	—	—	—
Tree Sweet Prod. Co.	31,383	37,497	42,709	55,882	69,779
Treo Co.	29,899	30,694	—	—	—
Triangle Pub. Inc.	446,154	116,273	117,569	95,984	79,349
Triple S Blue Stamps	127,717	116,325	—	—	—
Tropical Foods of San Francisco	165,777	—	—	—	—
Tru-Ade Co.	32,632	27,131	38,281	—	—
Twentieth Century Fox Film Corp.	133,753	129,532	107,867	66,122	107,509
Twenty-One Brands Inc.	102,955	265,756	176,449	105,174	48,275
U					
Uddo & Taormina Co.	37,685	27,542	27,476	—	—
Uncle Sam Breakfast Food Co.	53,917	—	—	—	—
Underwood Corp.	62,080	—	—	—	—
Union Carbide	897,636	736,942	694,501	1,003,377	939,235
Union Electric Co.	281,259	175,862	160,853	170,407	273,166
Union Oil Co. of Cal.	767,141	1,086,579	677,182	698,781	653,014
Union Pacific Railroad	652,926	746,407	804,058	702,249	681,105
United Aircraft Corp.	63,063	68,324	260,302	522,982	77,166
United Air Lines Inc.	1,972,711	2,280,948	1,929,951	1,690,170	1,173,936
United Biscuit Co. of America	146,308	228,849	197,363	365,160	168,524
United Fruit Co.	116,382	82,367	121,257	46,261	74,155
United Gas Co.	106,419	160,118	181,960	189,742	179,339
United Gas Improvement Co.	66,118	—	—	—	—
United Jewish Appeal	39,464	86,818	91,769	76,036	97,579
United Medical Service (New York)	46,603	—	—	—	—
U.S. Brewers Found. Inc.	40,168	39,271	32,442	34,927	26,068
U.S. Food Products	28,178	—	—	—	—
U.S. Lines Co.	134,216	147,938	167,021	107,024	102,921
U.S. News & Wrld. Rprt.	590,721	579,291	291,455	170,704	185,393
U.S. Rubber Co.	796,748	507,511	281,749	595,993	647,392
U.S. Shoe Corp.	74,316	86,827	110,521	145,964	139,069
U.S. Steel Corp.	461,429	904,231	891,033	606,017	277,645
U.S. Steel Equipment Co.	41,672	—	—	—	—
U.S. Time Corp.	41,779	39,250	—	—	—
U.S. Tobacco Co.	80,280	296,243	180,665	884,945	642,440
United Steel Workers of America	151,438	95,102	102,467	59,215	—
United Tours	42,177	—	—	—	—
Universal Airlines	33,513	—	—	—	—
University of Chicago Press	30,393	—	—	—	—
Utah-Idaho Sugar Co.	29,687	27,920	37,883	49,677	30,920
Utah Power & Light Co.	34,957	28,569	31,215	—	—
Utica Mutual Ins. Co.	117,046	62,301	42,712	75,197	41,201
V					
V-M Corp.	105,014	139,739	139,341	125,314	101,346
Valley Bell Dairy Co.	25,355	26,282	27,658	—	—
Van Camp Sea Food Co.	427,785	905,102	538,803	311,949	133,548
Vanguard Press	25,910	29,909	42,662	33,747	—
Van Munching & Co.	28,337	—	—	—	—
Vanity Fair Paper Mills	27,044	25,079	157,895	93,245	—
Vantage Press	40,643	27,935	—	—	—
Vaughans Seed Co.	38,324	38,901	—	—	—
Venus Pen & Pencil Corp.	62,837	—	—	—	—
Vess Bottling Co.	26,480	—	—	—	—
Vick Chemical Co.	610,658	518,362	613,106	967,871	607,059
Viking Press Inc.	123,182	117,053	123,420	77,387	89,859
Villency, Maurice	28,891	—	—	—	—
Virginia-Carolina Chemical Corp.	66,984	152,039	60,445	147,432	64,396
Va. Electric & Power	122,257	110,448	99,406	40,610	77,837
Vita Food Prod. Inc.	89,141	37,180	131,404	111,045	85,071
Vitasafe Corp.	931,867	—	—	—	—
Vogarell Products Co.	69,911	84,082	39,806	34,464	—
Volkswagen of America	236,106	—	—	—	—
Volvo Distributing Co.	157,446	—	—	—	—
W					
Wabash Railroad	112,340	97,659	84,786	57,498	78,982
Wagner Breweries, August	32,634	—	—	—	—
Waitt & Bond Inc.	56,984	57,944	—	—	—
Wakefield Deep Sea Trawlers	35,138	—	—	—	—
Hiram Walker-Gooderham & Worts Ltd.	3,172,957	4,076,145	2,758,014	2,774,618	1,821,078
Wall Street Journal	465,400	435,717	416,750	336,967	278,658
Henry K. Wampole & Co.	32,779	—	—	—	—
Sidney Wanzer & Sons	76,905	50,028	27,652	36,041	27,786
Ward Baking Co.	58,784	323,822	427,824	424,145	150,724
*Warner-Lambert Pharmaceutical Co.	1,635,213	2,101,024	511,417	793,691	207,545
Washington State App'e Advertising Commission	109,858	158,213	44,660	47,927	78,535
Washington State Dairy Products Commission	31,937	44,577	41,803	38,437	52,655
Washington State Dept. of Commerce & Economic Development	60,729	—	—	—	—
Wash. State Fruit Comm.	34,082	68,101	48,523	—	—
Wash. Water Power Co.	38,294	35,448	29,304	—	—
Water Master Co.	65,640	86,247	85,759	91,359	145,408
Waterfill & Frazier Distillery Co.	49,889	88,143	106,159	128,130	110,138
Waterman Pen Co.	32,415	—	—	—	—
Wauwatosa Fuel & Supply Co.	29,510	—	—	—	—
Thomas J. Webb Coffee Co.	87,865	43,009	—	—	—
Webcor	141,453	—	—	—	—
Weekly Publications Inc.	347,745	295,399	183,446	193,378	77,623
Weller Electric Corp.	30,415	82,239	—	—	—
Welsh Co.	54,078	77,756	119,795	26,055	48,209
West Coast Air Lines	37,461	34,483	39,430	—	—
West Penn Electric Co.	52,328	57,750	50,723	26,845	—
West Point Mfg. Co.	57,298	72,186	82,711	—	—
Western Air Lines Inc.	574,174	360,367	312,053	331,928	329,535
Western Pacific Railroad	53,274	56,448	65,442	66,473	79,629
Western Tool & Stamping Co.	45,089	126,576	42,588	—	—
Westinghouse Electric	3,061,347	2,686,786	3,137,028	2,514,967	2,184,427
Weyerhaeuser Timber Co.	26,374	—	—	—	—
Wheatena Corp.	37,614	86,334	161,916	127,934	—
†Whirlpool-Seeger Corp.	863,494	1,314,338	713,570	640,322	355,744
White House Co.	28,296	37,141	48,460	—	—
White King Soap Co.	110,965	442,794	339,549	470,721	410,422
White Rock Corp.	140,810	223,469	135,411	—	—
Whitman & Son	66,737	—	—	—	—
Wichita Gas Service Co.	39,547	32,964	—	—	—
Geo. Wiedeman Brewing	387,036	413,710	353,265	408,054	382,434
Wilbur-Ellis Co.	40,687	26,639	—	—	—
Wilco Fashions	78,763	—	—	—	—
Wildroot Co.	92,688	—	—	—	—
Julius Wile Sons & Co.	33,468	51,007	52,444	43,562	31,087
Wilkins-Rogers Milling Co.	28,014	28,675	25,025	—	—
Williamsburg, Va.-Chamber of Commerce	72,015	47,315	—	—	—
Wilshire Oil Co.	25,220	—	—	—	—
Wilson & Co.	231,305	869,637	1,098,681	1,256,520	1,118,183
Wilson Line Inc.	41,007	46,577	58,096	76,511	75,547
Wilson Williams Co. RX-120	97,925	—	—	—	—
Kay Windsor Frocks Inc.	38,710	68,511	—	—	—
Wine Advisory Board	279,230	230,209	187,444	174,031	290,189
Wis. Conservation Dept.	58,469	47,269	64,607	—	—
Wis. Electric Power	273,756	228,692	157,048	130,698	106,946
Wis. Telephone Co.	79,739	83,400	104,637	45,795	39,242
Wise Potato Chip Co.	136,074	140,101	152,081	202,072	102,844
Wolverine Shoe & Tanning Corp.	121,465	—	—	—	—
Woman's Day	32,712	—	—	—	—
Woodman of the World Life Insurance Society	86,277	—	—	—	—
Worcester Baking Co.	46,923	34,980	32,752	—	—
Worcester Gas Light Co.	42,516	37,807	35,012	29,967	39,905
World Publishing Co.	43,752	63,422	97,904	60,322	49,861
World Travel Service	37,439	—	—	—	—
Worthington Corp.	82,516	50,672	72,937	100,053	—
Wm. Wrigley Jr. Co.	1,982,706	2,030,673	1,878,405	1,829,295	1,696,520
Wyler & Co.	122,327	77,413	51,961	76,105	—
Y					
Yankee Shoe Makers	25,246	—	—	—	—
Yardley of London	1,300,419	266,455	119,152	104,187	570,727
Young, Inc., W. F.	494,676	217,165	143,136	117,547	102,257
Z					
Zeigler Packing Co.	68,762	—	—	—	—
Zenith Radio Corp.	1,366,572	792,839	921,747	824,305	794,015
Zippo Mfg. Co.	64,523	37,922	—	—	—
Zoysia Farm Nurseries	48,664	—	—	—	—

*Warner-Lambert was formed by merger in 1955. Figures for 1954 are for Warner-Hudnut Inc.

†Whirlpool-Seeger Corp. was formed by merger in 1955. Figures shown for 1954 are for Whirlpool Corp. only.

Stations Vie in Nalley's Contest

A "vacation fun" contest is being run in behalf of Nalley's Montana Co., Billings, potato chip manufacturer, on 17 radio stations in Montana and Wyoming. For the best completions of "Our favorite family vacation spot is ... because ..." a speedboat and vacation trips will be awarded. The radio stations, most of them on the Intermountain Network, are given fact sheets about the contest and the company rather than finished commercials, and additional prizes will be given to announcers and stations which draw the best response from consumers. Pacific National Advertising Agency, Seattle, is agency for Nalley's Inc., Tacoma, the parent company.

Westinghouse Rep Adds Six

Television Advertising Representatives, the tv station representative subsidiary of Westinghouse Broadcasting Co., New York, has added six men to its staff. Harry Diner, formerly an account executive at KPIX, Westinghouse's San Francisco tv station, will head the San Francisco office of TvAR. Joining TvAR as account executives in New York are Edward J. Dillon, from WOR-TV, New York; Douglas L. Yates, from CBS Radio Spot Sales; Robert L. Bryan, from George P. Hollingbery Co.; John W. Doscher, from John Blair & Co., and Thomas J. Tilson, from Peters, Griffin, Woodward.

McHugh Musnik Backer Corinth Kurtz Greenwald

CONFEREES—*Among those attending the 10th annual Atlanta Advertising Institute (AA, May 4) were Philip McHugh, vp, Campbell-Ewald; Bernard Musnik, president, Publicis Corp.; Harry Backer, institute chairman; Kay Corinth, merchandising director, Seventeen; Wilbur Kurtz, Coca-Cola Co. and Atlanta Ad Club president, and Herbert Greenwald, Herbert Greenwald Associates, New York.*

ARB Surveys Appoints Three

William A. Glenn, formerly market research coordinator of the American Research Bureau, has shifted to ARB Surveys, New York, as a research analyst. Marvin L. Landsman, previously project supervisor at Kenyon & Eckhardt, also has joined ARB Surveys as a research analyst. Irene Rae, formerly with International Latex Corp., has been named business manager of the ARB subsidiary.

Dinner Ready Sets Campaign

Dinner Ready Corp., New York, has scheduled the largest campaign in its history for May to promote Dinner-Redy roast turkey slices, a prepared frozen food. A series of 800-line ads will run in 34 newspapers in 19 markets during the month. Harold J. Siesel Co., New York, is the agency.

Stewart Elected VP

Thomas H. Stewart, director of public relations and publicity of Carpenter-Proctor, Newark, has been elected a vp.

Station Reps Assn. Honors Agency Men Dollard, Dekker

William Dollard and William C. Dekker have been lauded by the Station Representatives Assn., New York, for their outstanding contributions to advertising.

William Dollard

William Dekker

Mr. Dollard, a media account supervisor at Young & Rubicam, received the Silver Nail award as the time buyer of the year. Mr. Dekker, vp and media director at McCann-Erickson, got the gold key award as the ad agency executive of the year.

Agoura Names Fallon

Agoura Corp., Los Angeles, has named Fallon & Co., Los Angeles, to handle advertising for its new Aruga appetite depressant. Newspapers and radio-tv spots will be used in the Los Angeles area.

FOCUS

On Your Best Sales Pictures

For maximum sales at greatest profit, the focal point of your heaviest advertising effort should be the FIRST 3 markets of New York, Chicago and Philadelphia—where 18% of all U. S. Retail sales are made. Within these huge sales areas the competition for consumers' attention and share of spendable income is an important factor in causing family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV to thin out. In these 3 far-above-average markets *there is no substitute* for FIRST 3 MARKETS' solid 62% COVERAGE of all families.

In addition, the finest Rotogravure and Colorgravure reproduction in the FIRST Sections of the FIRST Newspapers of the FIRST 3 Cities of the United States assures you maximum package and product EYEdentification.

To make your advertising sell *more* where *more* is sold . . . it's FIRST 3 FIRST!

Circulation nearly 6,000,000.

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3 MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, SUperior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, GArfield 1-7946 • LOS ANGELES 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

TON OF FOOD
Now in full swing . . .
• • • • •
Fresno GUIDE
FRESNO, CALIFORNIA

Deere Promotes Dilworth

Donald D. Dilworth has been named director of advertising for Deere & Co., Moline, Ill., farm equipment maker, succeeding B. I. Toline, who has retired. Mr. Dilworth, who has been assistant advertising director of Deere for the past year, formerly was vp in charge of the agricultural division of Klau-Van Pietersom-Dunlap, Milwaukee.

Keelor & Stites Gains One

French Bauer Co., a Cincinnati dairy, has appointed Keelor & Stites Advertising, Cincinnati, to handle its advertising.

Network Gross Time Charges

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

NETWORK TELEVISION

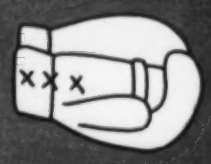
	March		%	January-March		%
	1958	1959	Change	1958	1959	Change
ABC	$ 9,402,407	$11,565,031	+23.0	$ 27,013,004	$ 32,236,569	+19.3
CBS	21,211,070	23,226,385	+ 9.5	62,715,826	66,161,853	+ 5.5
NBC	18,874,597	20,728,315	+ 9.8	54,004,023	58,081,996	+ 7.6
Total	$49,488,074	$55,519,731	+12.2	$143,732,853	$156,480,418	+ 8.9

1958 NETWORK TELEVISION TOTALS

	ABC	CBS	NBC	Total
January	$10,647,078	$22,129,248	$19,299,853	$52,076,179
February*	10,024,460	20,806,220	18,053,828	48,884,508
March	11,565,031	23,226,385	20,728,315	55,519,731

*February figures revised as of May 5, 1959.

In Boxing . . .



it's Marquess of Queensberry

in TV and Radio . . .

IT'S BROADCASTING YEARBOOK!

In the squared circles of prizefighting, the 8th Marquess of Queensberry gets credit for establishing authoritative standards upon which today's rules of boxing are based. More competitive than anything this 19th Century Englishman ever knew, however, is our business of broadcast advertising. To enter the ring of television or radio, you have to **know** what you're doing – or else. That's why so many busy people look to **BROADCASTING YEARBOOK** as the authoritative standard for latest facts about these twin media (and **keep** looking, all year 'round, whenever they need information). The 1959 **BROADCASTING YEARBOOK** soon goes to press, packing a power-punch of data between its covers that will serve the needs of over 16,000 subscribers in broadcast advertising. If **you** have some facts of your own for them, **your** message will enjoy a guaranteed gate of profitable attention month after month. There's still time before the first round bell: deadline for proofs, July 1; final deadline, July 15. **Call or wire collect to reserve space.**

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

Merry '01 May Be Slightly Ancient as Auto, but It's Brand New Ad Medium, Says Klenk

NEW YORK, May 12—A jaunty little auto—the Merry '01—is being ballyhooed on Madison Ave. these days as one of the nation's cheapest ad media.

For only $1,495 says the maker, American Air Products Corp., Ft. Lauderdale, an advertiser or agency can purchase an authentic replica of a 1901 Oldsmobile, complete with tiller steering, rubber-bulb horns, spoke wheels and sealed-beam headlights that look like kerosene lanterns.

What's more, the zippy little car can be written off as a legitimate ad expense, like a page in *Life*, according to William C. Klenk, vp of American Air Products.

■ Mr. Klenk, who's been making the agency rounds here trying to drum up buyers for the Merry '01—"the car with the backward look"—believes it is a natural for product promotions and for "stopper" displays at supermarkets, department stores and auto sales floors.

American Air Products, which bills itself as the leading company in the auto-making "little league," began producing the car in 1958. It was originally tagged the Merry Olds, but that label was dropped after Oldsmobile in Detroit took umbrage at this use of its nickname.

Companies using the auto as an advertising and promotion device so far, said Mr. Klenk, include Pepsi-Cola, Cities Service Oil and several makers of alcoholic beverages. #

Broitman to Grant, Schwenck

Fred Broitman, formerly with O'Neil, Larson & McMahon, Chicago, has been appointed media director of Grant, Schwenck & Baker, Chicago.

PR Services Bows in Dallas

Public Relations Services, a new advertising and public relations agency, has opened at 505 N. Ervay, Dallas, with Ernest S. Lovan as general manager.

Current demand

for new materials and processes in plate and R.O.P. color production, require the best equipment–the best of shop personnel. P & A meets these necessities completely.

PARTRIDGE & ANDERSON COMPANY
712 Federal Street, Chicago 5—Phone HArrison 7-3732
ELECTROTYPES, NICKELTYPES, PACOTYPES, MATS, R.O.P. COLOR GLASS MATS, THERMOSETTING MAT PATTERNS, AND PLASTIC PRINTING PLATES

Where do you get BETTER SERVICE than at P & A?

"...and for the best male performer of the year, we nominate..."

If bears, even performing bears, could win Oscars, surely Smokey would have a den full of them. Because nobody can sway an audience like he can. In 1942 he began asking a nation of amateur woodsmen please not to start forest fires. Since then approximately 600,000 fires didn't start; 260 million acres didn't burn; $10 billion worth of damage didn't happen.

Smokey and his good works are another public service rendered by the advertising profession and its clients, through the Advertising Council.

Proud of Advertising? You should be.

ADVERTISING COUNCIL · PUBLIC SERVICE ·

How many faces has your wife?

If she's one of 5,750,000 women who are now buying and reading the May issue of Ladies' Home Journal, it's hard to say what face your wife will be wearing when you get home tonight. Shown above are just five of the possibilities:

1. She might be chuckling over Jean Kerr's rules of etiquette for children...
2. Or hopping mad after reading Glenn White's searching study of hard-to-teach high-schoolers...
3. Or wondering how *she* will look in the new variations of the shirtwaist dress in the fashion pages...
4. Or shivering from Daphne du Maurier's spine-chilling short story, "The Blue Lenses"...
5. Or happily getting ready to bake that Neapolitan bean casserole...

Or she might be in one of forty other moods from forty other stories and features in the Journal.

But whatever mood she's in, you'll know about it. Because women read the Journal *actively*. They don't just see things in the Journal. They *see*...and *react*...and *act!*

Advertisers feel this Journalpower. For example, a manufacturer of a household product has recently been spending his major advertising money in Ladies' Home Journal. Now, Nielsen shows that his share of market has had the biggest increase in the field.

This and other success stories like it have made Ladies' Home Journal No. 1 with advertisers to women!

Never underestimate the power of the No. 1 magazine for woman...

Ladies' Home JOURNAL
A CURTIS PUBLICATION

NO. 1 IN CIRCULATION ★ NO. 1 IN NEWSSTAND SALES ★ NO. 1 IN ADVERTISING

Feature Section

Advertising Age

C.M. Discusses Inflation Ad

Specials Too Common? E&E Man

Peeled Eye Spots Some Funnies

All Ads Institutional: Woolf

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Former FTC Commissioner Warns Against Bureaucratic Control of Advertising Content

Lowell Mason, one of the most controversial former members of the Federal Trade Commission, has written a book, "The Language of Dissent," which will be published May 19. The book (World Publishing Co., $5), contains dissenting opinions he issued while serving as a Federal Trade Commissioner, along with some observations on the issues covered. The material printed here, with permission of the publisher, is the introduction to a chapter headed, "The Attack on Advertising," in which Mr. Mason's dissents in the case of Dietaids and the Book-of-the-Month Club (defining "free") are given.

By Lowell Mason
Former Federal Trade Commissioner

A dozen years of looking at the seamy side of advertising antics has by no means dimmed my view of the over-all inherent honesty of the American business man. Of course, there are some outright liars in the market place, but many of those who get into trouble over false and misleading claims for their goods do so from sheer industrial conceit. They truly think their merchandise is not only good, it's the best; it will go faster, stop quicker; make you thin or fat, grow or remove hair; keep you awake or put you to sleep—much better than competitor's cars, diets, depilatories, tonics, or whatever it is that they sell.

A certain amount of self-confidence is good, but some merchants, finding their profits rise in direct relation to their bragging, have no modesty at all. They wax so enthusiastic about their goods that we buy millions of dollars' worth of things every year that couldn't possibly live up to the braggadocio of some modern vendors.

■ Advertising as we know it today is a Johnny-come-lately. It is a new commercial frontier, and like all other frontiers has its own problems of lawlessness, gaucheries, and bad taste. Its techniques are a far cry from those of a half century ago.

In my youth, Tiffany's and Marshall Field impressed me with the way they ran their shops. Take Tiffany's for instance. On my first visit to New York, all I remember about the biggest jewelry store in America was that it would not even have its name over the front door (though it does now). And back home in Chicago, Marshall Field, which I thought was the greatest department store in the world, carefully hid its wares by curtaining its show windows every Saturday night until Monday morning.

Modern Madison Ave. persuaders would say these merchants overestimated the value of the understatement, and that these techniques were the very negation of good advertising. But they were effective in those days because opulence (those stores served the carriage trade) was only for a select few—the *cognoscenti*, the aristocracy, who knew where to go for what, without being told every five minutes.

■ Today, things are different. Advertising has done more to democratize opulence than any other phenomenon of American life. Luxury (of a sort) is for everybody. People in the U. S. have more toasters, television sets, and vibrating armchairs per capita than any other country in the world. But to maintain this broad base of opulence takes a lot of telling. It is a far cry from Field's and Tiffany's underplaying techniques of the early 1900s to the "saturation" job that goes on today.

Edwin W. Ebel, marketing director of General Foods, described a hypothetical family this way:*

> In the morning John reads the New York Times on his way to his office. In the evening he reads the New York World Telegram & Sun and brings that paper home with him for Mary to look at. Both John and Mary also read their local evening newspaper. On that particular day, the three papers contained 510 display ads.
>
> John took a bus to the railroad station. There were 23 car cards in the bus, and there were 40 posters in view along the way. In the railroad car there were 41 car cards. At Grand Central Terminal—along the route he took from train to subway—he passed 63 posters. Car cards in his subway train numbered 49.
>
> The radio was turned on at home from 7:30 to 8:30 and from noon to 1 p.m. During these hours, 37 commercials were spoken or sung. Mary used the car from 3:30 to 4:30 in the afternoon, turned on the radio and heard 16 more commercials. She also passed 178 outdoor advertising signs.
>
> During the day, Mary managed to squeeze in 80 minutes of magazine reading—Life and Good Housekeeping. The two magazines contained 447 ads.
>
> The children devoured two comics books during the day. These contained 50 ads.
>
> Television was turned on from 5 to 10:30 p.m. In that time, the commercials totaled 64.
>
> Altogether, in a 15-hour day, the family was exposed to 1,518 advertisements.

Competitive Pressures Promote Honesty

How much of our gross national product is annually devoted to directing fifteen hundred sales promotions per day to all the Marys and Johns in the U. S.? Over $11 billion! The question, naturally, arises, how can a few government employes police all the advertisements an $11 billion industry turns out?

The answer is, they don't.

They don't have to.

■ Some people think it is the government alone which keeps commerce clean and honest. At least they are told so every time a bureaucrat makes a speech about his department. A certain amount of political puffing should be allowed bureaucrats, but somebody ought to enter a cease and desist order against those in government who claim all industrial virtue rests in their hands. If it were not for business men constantly watching and reporting the false claims of their competitors and supplying government with the scientific and factual data on which the government can base cease and desist orders, there would be few complaints issued and even fewer cases won in the war against false advertisers. For the most part, the government wins because competition fights its battle for it. The greatest protection against false claims is the rivalry among merchants for the consumer's dollar.

■ In a free economy where the essential basic worth of the individual is stressed, business men like the acceptance and approval that comes with observance of the rules of fair play. Hence, the social pressures are all on the side of the gods. When such inner persuasion fails (as it sometimes does), the possibility of public odium is more aggressively presented by Better Business Bureaus. The funds to support Better Business Bureau work come from the pockets of merchants whose donations are dictated by their intelligent self-interest. They realize that $2 billion is annually diverted from legitimate business by fraud, and that this money comes out of the consumer's pocket. Of course, it follows that there is an even greater loss to legitimate business in the accompanying sales resistance and in the lack of confidence in established businesses which these frauds breed. As a consequence, the outlay in private funds devoted to the prevention and correction of false and misleading advertising greatly exceeds the amount spent by the government itself in this field. The Better Business Bureaus alone have three times the personnel the government uses, working exclusively on false and misleading advertising. They handle over half a million inquiries, scan close to two million advertisements, and investigate over fifty thousand cases annually, which they feel require their close attention.

The astonishing and wholly gratifying point that I wish to make is that, out of the thousands and thousands of cases involving questionable advertising, the force of public opinion, supported as it is by the press, the radio, and all men of good will who stand behind the Better Business Bureau, is sufficient in most cases to bring about immediate compliance upon the part of an advertiser who has stepped over the bounds.

■ This is democracy in action. There is no waiting from two to ten years for a case to go through the Supreme Court. There is no costly expense leveled against the taxpayers. There is no hit-or-miss prosecution against a hapless or perhaps ignorant or poorly advised respondent.

But the most important deterrent to false advertising lies in the pervasiveness of competitors. The small number of federal agents scattered over the country encourages a deliberate false advertiser to regard the chances of getting caught by the government as very thin. But he realizes his competitors are ever present. In whatever market he trades, rivals are ways close at hand to read his screed.

They can only compete as long as he follows the rules. But he knows that once he steps over the line they will cry to high heaven, or, should I say, to the local Better Business Bureau if the market is local, and to the government in Washington if the market is national. This knowledge, this certainty of detection, this natural concomitant of all free enterprise, keeps commerce as clean as it is.

Penalize False Advertising, But Not Advertising Per Se

These forces would exist whether there were a Federal Trade Commission or not. But if not backed up by actual penalties, they would be impotent. One of the jobs of the Federal Trade Commission, then, is to buttress law observance in the field of advertising by supplying penalties where needed. But at the risk of being repetitious, I must urge the reader to bear in mind that it is the very necessity for such policing that makes the self-serving deviations of bureaucracy all the more dangerous. This is the nub of governmental duty —to call the tune but not to dance the dance.

The line between the control of advertising itself and false advertising is a sharp one and must be kept sharp if we are to keep in fact one of democracy's greatest allies against the total state. For advertising is the enemy of the total state. It is the individual's expression of his own superiortiy over some other person, either in goods or service. In the total state, no man is permitted to strive above the norm for his status. In the total state, the president will do what is put before him on a single piece of paper by his executive staff. Cabinet officers and other presidential appointments will be merely organs of enunciation for departments, bureaus, and agencies. We will have no judges, only courts. No commissioners, only commissions; no personal responsibility or integrity, only party lines to follow.

■ But in the realm of business, the total state has not progressed as fast as it has

*Edwin W. Ebel, "Do We Advertise Goods—Or Do We Sell Them?", ANA West Coast meeting, May 8, 1957.

in government. People are still striving as individuals to sell their goods. Advertising is their mainstay.

If one believes in the free, competitive enterprise system, one must accept advertising with all its importunities and irritations, of which there are plenty. Some time ago, Sen. Mike Monroney of Oklahoma was driving in the country. When he turned on his car radio, he got three minutes of program and fifteen minutes of commercials. Whether the senator was correct as to the proportion of five-minute commercials to every one minute of program, I cannot say, but certainly all of us share the same irritation when radio stations over-commercialize.

■ Then there is the question of bad taste. A group of southern ministers once sent me a petition condemning a cigaret company for picturing a babe-in-arms with the following words coming out of his mouth, "I am so glad my mother smokes ———— cigarets." To my mind this raucous piece of hokum represented about zero in good taste.

Over-commercialization and bad taste are disagreeable, but no government, no matter how socialistic its vaunted plans for protection of the public from the cradle to the grave, can offer to shelter us from bores, dinner partners, neighbors over the fence, or radio stations over the air.

This is fortunate, because most of us would confess to a certain amount of enjoyment in spotting the users of over-commercialization and bad taste as a guide for what not to buy. We want no government to rob us of this privilege, nor do we want, as John Chamberlain once said, government to coerce us all to goodness—even our own particular brand of goodness.

■ If everybody's pet aversions against advertising were adopted as criteria for what should be banned, there would be no sales promotion. This would be a sad state of affairs, for we have a lot to sell—and not all of it is useful—in the old-fashioned sense of the word. Only a small portion of our half a trillion dollar economy has to do with the maintenance of existence. There is no use producing that kind of value every year unless there are customers waiting at the shipping-room door to take the goods off our hands. Created needs, impulse and emotional buying give us a cushion against mere existence. Part of this cushion is kept alive by the creation of urgencies that people never knew they had until they read some merchant's advertisement. It is the production and consumption of the niceties that add spice to life and, incidentally, furnish a large percentage of gainful employment.

Of course, we could do away with these frills by stopping all advertising. At the time of my Dietaids dissent nobody, myself included, thought the Federal Trade Commission had any such designs. Nor do I now. But I am against establishing precedents that give some future commission the power to threaten the existence of sales promotion. The purpose of my Dietaids dissent was to ridicule a decision which could cut the heart out of all advertising any time the commission felt called upon to use it.

■ The dissent in the Dietaids case, and my refusal to join with the majority in the Alberty case, were protests against the Federal Trade Commission's requirement that an advertiser tell what his products would not do every time he told what his products would do. Two years after this decision (March 20, 1950), the United States court of appeals, following my dissent's rationale, put a stop to this choice bit of sumptuary dictation on the part of the commission.

But now, in spite of the court's order, the Federal Trade Commission has resumed its crusade for what it euphemistically calls "affirmative disclosures in proprietary ads." As Wallace Werble, of *F. D. C. Reports*, puts it:

> Seeking to revive an old pet legal theory—"affirmative disclosures" in ads—which was knocked down by the circuit court of appeals nine years ago, the Federal Trade Commission is pushing a new "crusade" to force proprietary drug manufacturers to say in their consumer ads what their products are *not good for* as well as stating what they are good for when ad claims cover a broad spectrum of symptoms of illness.

■ How do government agencies accomplish what the courts banned?

There is nothing to stop them from entering any kind of an order they want in uncontested cases! For unless the defendant appeals, the order against him stands for eternity, no matter how contrary it may be to prior decisions of reviewing courts. Time and again, as I sat as a commissioner, the prosecution would cite these uncontested orders as precedents to justify new orders in new cases.

To the unwary practitioner defending a client, or to the average business man searching for guidance as to what he can or cannot do, these uncontested orders in the printed volumes of the Federal Trade Commission Reports give credence and a semblance of authority to rules that actually have no basis in law. #

The Creative Man's Corner . . .

How To Cure Inflation

This is a public service advertisement on one economic health
Its message is based on statements by the Honorable Robert Anderson,
Secretary of the Treasury of the United States

THERE IS A CURE FOR INFLATION

To most people, inflation means that it costs more to set the table, more to clothe and house the family.

Inflation hurts everyone alike. It hurts farmers and city people, business and labor. It is not a political problem. It bears no party labels. It is a very serious economic problem for all our people.

Even a "little" inflation is bad

Some have suggested that a slight rise in prices each year is not harmful.

Economic history reveals that there is no such thing as "safe" inflation. As long as prices keep rising year after year, the value of the dollar declines and people—particularly those on fixed incomes—are seriously hurt.

What the government can do

The government can pay its current expenses out of current income. This calls for discipline, and courage in government—and it is particularly appropriate in prosperous times. A prosperous economy can afford the luxury of future deficits and can keep people from losing some benefits of the present through reduction of their savings through inflation. If we ever reach the point where the people believe that to speculate is safe, but to save is to gamble—then we are indeed in trouble.

What we can do to help

We can urge and actively support economies in government—whether federal, state or local. This does not mean curtailing essential security or affecting vital services, but it does mean helping the government to limit spending to services which are truly necessary.

We should not run to the federal government for help on matters which we ourselves should take care of as individual citizens or through our local forms of government.

Cutting government expenditures is a job for everyone, if taxes and our government debt are to be reduced. Reduction of both is extremely important in our fight against inflation.

We can buy prudently. It is always wise to get full value for our money. But in time of inflation it is even more important.

We can save more. We can, by saving more, help make sure to pay for the modernized or additional plant and equipment which industry needs to raise its productivity, and to make the increasing jobs our country must have. The more we save, the more we help ourselves . . . and the more value we give the dollar.

We can give a dollar's worth of value for every dollar we earn. Increased productivity is an effective way to help defeat inflation. Here is what President Eisenhower said about productivity:

"If our efficiency does not increase, if our productivity does not rise, we . . . will tend to fall into the costly error of overpaying ourselves for the work we do. Always that road . . . leads the spiral further to inflation."

Metropolitan Life Insurance Company
A MUTUAL COMPANY
1 Madison Avenue, New York 10, N.Y.

In a recent speech before the Adcraft Club of Detroit, copyman Walter Weir (a) flatteringly quoted one of AA's columns on writing unafraid to be great and (b) launched a new concept which he called "total advertising." By this, said Weir, he meant using advertising not just to call favorable attention to the product but to encourage helpful influences or to discourage harmful influences. And he cited the rise in gasoline taxes as a trend Detroit should combat, since the higher goes the total price of gasoline, the more tempting become the economical foreign cars.

■ This Metropolitan Life Insurance ad, combating inflation, certainly falls within Weir's definition of "total advertising." Metropolitan has every reason for combating inflation, since—the higher prices go—the less adequate insurance becomes.

However, while the intention of this ad is good, we question the execution. Metropolitan cites three ways to cure inflation: buying prudently, saving more, and giving a dollar's worth of value for every dollar we earn. But listen to these explanations of what each means:

> "It is always wise to get full value for our money. But, in time of inflation, it is even more important . . .
>
> "We must save to pay for the modernized or additional plant and equipment which industry needs to raise its productivity, and to make the increasing jobs our country must have . . .
>
> "Increased productivity is an effective way to help defeat inflation . . ."

■ This, in our opinion, is writing afraid to point a finger at customers and to step on the unions' toes. We are sure most people would like to lick inflation. We are also aware that inflation and its causes constitute a highly complex subject. But since inflation seeps down into individual lives, there must be many ways to explain it in terms of individual lives. And Americans, we understand, are not only the most curious people in the world but a people most interested in self-education. #

Salesense in Advertising . . .

All Advertising Is Institutional

By James D. Woolf
Creative Consultant

In the *Saturday Review*, issue of April 18, is a most perceptive discussion by Elmo Roper of "institutional advertising or corporate image advertising."

"So well has the modern business man learned his lesson," says Mr. Roper, "that he has sought out ways of telling more and more about his company to more and more people, and institutional advertising has today achieved a position of importance, influence and respect."

James D. Woolf

Mr. Roper also asserts that "there is much evidence that a good product is the best corporate image advertising that any manufacturer can have." With this I agree fully, but I think there is one further point that Mr. Roper failed to make; namely, good *product advertising* is equally important as a corporate image-maker. Indeed, I think it may in many cases be more important than so-called institutional advertising.

■ Of what avail is an institutional campaign designed to achieve "importance, influence and respect" when and if the advertiser's *product* campaign is in bad taste, or mendacious, or shrill, or childish and silly, or braggadocian, or a challenge to the credulity and common sense of people of average intelligence?

I hold to the view that *all* advertising, whether product or institutional, contributes to (or detracts from) the corporate image. A bad image cannot fail to be associated with ludicrous, smart-alecky, bombastic product advertising.

What is the target for the institutional message? "The target group," says Mr. Roper, "naturally varies with the problem. Sometimes it is the companies' stockholders. Sometimes the nation's lawmakers. Sometimes the nation's writers and journalists. Sometimes the leaders of labor and leaders of religious thought."

■ It matters not, in the larger sense, what the target group is. The lawmaker and the journalist and the religious leader are exposed, as is all America, to consumer product advertising; to the face the advertiser shows to the public. What they think of a given company—the image they have of it, good or bad—has largely been shaped by the quality of the product and the quality of its advertising. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St. Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

Never mind the Razzle-Dazzle

Who really decides what to buy (*and where to buy it*) in the vast Chemical Industry today?

He's the CHEMICAL *SPECIALIST who specifies and approves the chemicals, chemical instruments and chemical equipment his company orders.*

Here's how to find him—reach him—sell him!

THE tremendous universality and scope of today's chemical industry make it far too important for any further confusion and razzle-dazzle as to who specifies and approves the enormous quantities of materials and equipment it now demands.

Today's chemical industry touches us all. It enters into almost everything that every individual, company and industry buys, uses, consumes or sells. Chemicals, chemical processes, chemical supplies and chemical equipment and instruments are involved in just about every known manufacturing and fabricating operation.

Thus, under the same professional "roof" we have the chemical engineer at Coca-Cola, the metallurgist at U. S. Steel, the research director at Procter & Gamble, the project engineer at Monsanto, the chief chemist at Champion Paper. Regardless of the industry, they all have two things in common:

First, they are all involved in chemistry and chemical engineering.

Second, this being so they also are Chemical Specialists. The Chemical Specialist—regardless of his company—is the chemical link which joins together a vast network of prodigious purchasing power throughout all business and industry.

This man, as such, is the single most important "sales prospect" in the chemical process industries.

* * *

NOW this Chemical Specialist may wear many different business hats.

In one company he may be president. In another, research director. In still another, project engineer or vice president of chemical development.

But he, sooner or later, is THE man you have to sell. Because he is the one who primarily is deeply, vitally concerned with chemical processes and technology.

He and only he is the chemical decision-maker.

True, the operation of any company requires a wide range of specialists—accountants, lawyers, electrical engineers, materials handling technicians, personnel directors, economists, maintenance supervisors, mechanical specialists, sales managers, administrators, financial men, marketing directors, advertising people.

BUT AS FAR AS YOUR PRODUCT IS CONCERNED, IT'S THE CHEMICAL SPECIALIST, SINGLY OR AS A GROUP, WHO STANDS BETWEEN YOU AND THE ORDER.

And—no matter how many other management men OK the order, pass on its fine print, or get up the money to pay for it, the Chemical Specialist is THE man who will specify for or against whatever chemicals, equipment or instruments you are trying to sell to his company.

Advertise to the chemical industry in every other way you believe might be worth your money.

So far as advertising to this great, growing, tremendously important industry is concerned, we say "the more the merrier."

But when it comes to actually reaching and selling THE man who really decides what his company will buy, let's cut out the razzle-dazzle.

Reach and sell this Chemical Specialist. And you stand a vastly better chance of getting the order.

How to reach and sell him?
What does he really read?

THE answer to this ought to be fairly obvious. No matter what else a Chemical Specialist may peruse, skim or scan, there are to him two vitally important magazines—one a weekly, one a monthly. These are THE magazines he *reads and studies* when he is in *a chemical frame of mind.*

He reads CHEMICAL & ENGINEERING NEWS regularly every week because this is where he has to go for complete, timely, authoritative news of the chemical process industries without which he would soon cease to keep professionally up to date.

He reads INDUSTRIAL & ENGINEERING CHEMISTRY because this area of Design, Development and Research is where the chemical industry makes up its mind on new chemicals, bulk chemicals, chemical equipment and chemical instruments for use in process development, pilot plant, and commercial operation.

CHEMICAL & ENGINEERING NEWS reaches more chemical specialists (100,000) than any other publication in the world. Twice the circulation of any other publication serving the field. The basic, authoritative newsmagazine that covers all facets of the chemical industry—production to finance, research to people. Its authority is its trademark. Its editorial staff, and the spontaneous resources of the American Chemical Society, permit a job which no other publication can match. Its circulation is referred to as Management-In-Depth—president to production manager to research director to supervisor to chemist to chemical engineer—in short, the Chemical Specialist himself. This means that advertising in C&EN hits right across the board, into your primary and secondary purchasing areas. Advertisers spend more dollars in C&EN than in any other publication serving the chemical process industries.

INDUSTRIAL & ENGINEERING CHEMISTRY reaches the most important area of the chemical process industry: Design, Development and Research. It is here that new plants and processes are designed and existing ones improved. It is here that chemicals, equipment and instruments are picked for use in the full-scale plant. Your best chance to sell the chemical process industries is to reach and sell Chemical Specialists who function in Design, Development and Research. And 70% of I/EC's readers function in this area. Its editorial pages emphasize design and construction of new plants, equipment, and processes and the improvement of existing ones. Every I/EC article goes through a rigid reviewing system—is checked by at least two leading authorities in the field for timeliness, value to the reader and accuracy. Leading reference manuals in the chemical field quote I/EC more than all other chemical publications *combined.*

The manufacturer who really wants to reach and sell the heart-and-soul of the chemical industry *should go into these two publications first* with his advertising—no matter what other chemical publications may also be on his list. Without these two magazines, any list in this field is incomplete.

CHEMICAL AND ENGINEERING **NEWS**

Chemical and Engineering News
(The chemical specialists' authoritative news magazine—over 100,000 readers every week.)

I/EC
INDUSTRIAL AND ENGINEERING CHEMISTRY

Industrial and Engineering Chemistry
(Processing technology for the chemical specialist in Design, Development and Research.)

PUBLISHED BY
The American Chemical Society,
1801 K Street, N.W.,
Washington 6, D.C.

ADVERTISING MANAGEMENT
Reinhold Publishing Corp.,
430 Park Avenue,
New York 22, N.Y.

*NOTE: *Chemical & Engineering News' 10-minute presentation, telling the factual story of the new "Management in Depth" which is today's and tomorrow's organizational set-up in the tremendously expanding chemical industry, is now available for company executives or groups. No company or individual, who sells to the chemical field, should miss this important information. Phone or write:* A. STUART POWELL, *Reinhold Publishing Corporation, 430 Park Avenue, New York 22, N. Y., MUrray Hill 8-8600. Offices in Chicago, San Francisco, Los Angeles, Cleveland, Seattle, Houston, Denver and Tulsa; phone numbers and addresses in local directories.*

**NEW OVERSEAS EDITION: *Starting with July, 1959 issue (closing date June 20)* INDUSTRIAL AND ENGINEERING CHEMISTRY *will publish two editions: The domestic Edition, and a new International Edition published here and distributed abroad. Domestic black-and-white page rate is $395, International $250, combination $495. Send for complete new information on new marketing opportunities for American-made chemicals, equipment and instruments abroad. Phone or write* SCOTT LEONARD.

Learning from the Retail Ads . . .

The 'Our Daddy Is Rich' Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

Some years ago, the expenditure of advertising money was approached with considerable reservation. Money was apt to be appropriated as it was required, and spent as though it had to produce.

Logical revision in budgeting procedures came along and now money is appropriated well in advance, even including—frequently—a reserve appropriation for the special and unusual requirement.

Unfortunately, the advertising judgment of stores did not progress with the method of budgeting. Advertising became a sort of built-in expense, and the old requirement that it had to earn its way was lost sight of. Appropriations are made to be spent and no rigorous standards must be met by the advertising. Hence, advertising like this is common.

■ This is a pitiable and shameful waste of a great medium.

It is a dreadful waste of dollars that the store's merchants have to earn.

Every dollar spent for advertising has to be made by the store—earned.

Not even manufacturers' allowances are *given* stores. Stores earn those allowances or they wouldn't get them. Ad costs come out of profits. And if the ads don't make enough profits to justify their expenditure, the net result is a net loss.

If management had to go to the cash register and draw out the $300 or $500 or $1,000 an ad like this costs in a metropolitan city, pretty soon management would be saying: "Is this ad worth all these greenbacks we have worked so hard to earn?" But spent out of a built-in expense, no one seems to care much in many stores.

■ If this ad as intended to appeal to men, an illustration would have caught men's eyes more quickly and surely than the word "Gentlemen" in type alone.

The heading speaks of "an elegant perfume Valentine," but the ad lists four prices at $3.75 or less, nine at $6 or less. The highest price shown is $18.50, and the next highest $12.

How many men believe a $3.50 or $6 perfume makes an elegant gift? Even more important, how many women recipients would?

The ad suggests a telephone order for "your lady love."

Since the headline says "elegant," the poor naive male who orders out a $3.50 sample of the "elegant" might be dismayed to find later the bottle got lost in his lady love's coin purse.

Despite the space waste, which is evidence that "our sugar daddy management" has money to burn, no words are here to speak of sizes, or types of fragrance. A man is unfortunate if he sends his lovely, fragile, blossomlike lady love an exotic perfume. Or a tweedy or very heavy floral fragrance. And heaven knows the light florals do not satisfy the sultry sorceress type of lovely lady.

This is one of the myriad lazy, thrown-together, half-hearted, unenthusiastic, almost serviceless ads that help keep America's department stores working hard for too little money—and losing a little every year of their total reasonable share of retail business. #

Employe Communications . . .

It's Time to Report to Employes

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

For the sixth consecutive year, a contest is being held to determine the best annual reports for employes produced by business and industry. The affair is sponsored by *The Score*, a monthly report to management on employe communications edited and published in Chicago by the authors of this column. The contest closes July 31.

The employe annual report is actually one of the newer devices of management communication with employes, and only in a six year period it has undergone some interesting changes. For example, the early employe reports were produced principally as sections of employe magazines—generally three or four pages were set aside for a stiff-lipped message from the president, a highlight review of the year and a pie chart that often withheld more than it told.

■ Today the typical employe report is a separate publication—it's either a separate report unrelated to the employe magazine, or it is a special issue of the employe magazine devoted to the report. In either case it is rarely squeezed down to three or four pages. Several of the employe reports issued last year were as attractive as their companion stockholder reports, and it was obvious that just about as much time and effort went into them.

The feeling was widespread among communicators last year that the recession would sharply reduce the number of employe reports published. This turned out to be a needless fear; there was probably less than a 5% decline. Early indications point to more reports than ever in 1959.

What are the ingredients of a good report? Opinions vary, of course, but the general judicial feeling is that the report, first of all, must have believability. If it's pompous, evasive, inconclusive, long on wind and short on fact, it has little hope of registering with employes. A report should not be slanted above the employe's head, because he will resent and discredit it. It should not be directed, on the other hand, to a juvenile audience, because the employe will sense that too. The gimmick-loaded device, designed to show the breakdown of the income dollar, is more apt to repel than attract; let the charts be simple and easy to understand.

■ Some of the better reports are actually pre-tested with typical employe groups. One nameless editor two years ago scrapped nearly the entire report and rewrote it because it was clear to him, after soliciting some key employe opinions, that he had committed about every boner in the book. The conclusion might be drawn that employe report preparation is no simple art, that it takes a lot of skill and human understanding. This is completely true.

The contest judges are all professionals, and each appraises entries in a specific area—plant-level acceptance, journalistic quality, quality as financial statement, etc. The judges include Prof. Charles E. Barnum, Medill School of Journalism, Northwestern University, Evanston, Ill.; Carl C. Harrington, editor *Mill & Factory*, New York; Abril Lamarque, artist and designer, New York; Edward C. Logelin, vp of U. S. Steel Corp., Chicago, and John A. McWethy, managing editor, *The Wall Street Journal*, Chicago.

Competition seems to grow fiercer each year. Aluminum Co. of America and Pitney-Bowes have two firsts each, the latter having tied with General Motors three years ago. Other winners have been Revere Copper & Brass, Erie Railroad, and Esso Standard Oil which locked in a first-place tie in 1954. #

On the Merchandising Front . . .

Bucket-Shop Retailing

By E. B. Weiss

Years ago, before the days of the SEC, certain widespread uses of the telephone to sell blue-sky stock were lumped under the term, "bucket-shop" operation. The technique had been developed into a fine art—whole batteries of men and women simply sat in front of telephones all day and made skilfully prepared presentations to selected names. Everybody was quite happy—except the investor.

E. B. Weiss

Today, somewhat the same technique is cropping up in retailing. It is an inevitable outgrowth of two developments: (1) the growing use of the telephone in retail selling and (2) the expansion of selling in the home (the two usually go together).

As might be expected, bucket-shop retailing is particularly in evidence in home furnishings and especially woven floor coverings. This is because the home furnishings category has been in the forefront of in-home selling; and in that broad category woven floor coverings have been the major classification sold by a combination of telephone and in-home procedures. These have been legitimate operations, conducted by reputable merchants in probably every city in the country.

■ But now the shady fringe of nimble operators sees an opportunity for a quick clean-up in the application of typical bucket-shop procedures to the sale of carpeting through telephone in-home channels. And they are moving in with mighty persuasive pitches that include "exclusive" patterns that are being offered at fantastically low prices as a "pre-market" introduction.

There is every reason to expect that the bucket-shop retail operation will expand as the use of the telephone and in-home selling, in general, expand. In several cities it is even now something of a thorn in the side of legitimate retailers who engage in in-the-home selling (and this now takes in a substantial percentage of the very retailers who account for the major slice of total volume, plus draperies, etc.).

In time, it may be necessary in some cities for legitimate retailers who sell in-home to band together in some form of protective group—and perhaps even promote an emblem that will guide the public. The local Better Business Bureaus will, of course, be called into action. Ditto for the telephone company. Local publicity may help. There will also be demands on the manufacturers to screen their distribution more carefully, but this will hardly deter the fringe operators because inventory is usually available to those who want it (remember how some manufacturers tried to keep their lines out of the early discount houses?).

■ In combination, these counter-offensive moves will tend to slow down the bucket-shop operator. But they will not put him out of business—even the SEC has not been totally successful in the world of retailing securities.

Every new retailing development has called into being the shady operator. (Interestingly, some shady retail operations have called into being legitimate operations; an example is the highway outlet which, in its very early days, included a sizable percentage of soak-the-public experts. Indeed, some of the "sample shoe" outlets out on the highways today tend to perpetuate the reputation of the highway robbers.)

Actually, for the longer term, these shady telephone performers will strengthen the position of legitimate in-home retailers. When a sufficient number of people have been "stuck," the tendency will be to turn to those merchants whose reputations are untarnished.

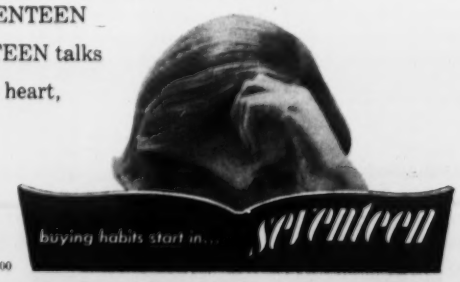
■ But the point I would like to make is that not even the bucket-shop will slow down the remarkable growth of retailing via the telephone and via in-home selling. This is a true marketing phenomenon—made still more phenomenal by the enormous growth of shopping centers, highway outlets, the use of the auto in shopping, etc. Clearly, sizable slices of the public, at various times, want to shop from the home for various merchandise classifications.

This trend will continue to move into additional merchandise classifications—indeed, I expect to see it move into food. Why? Because shopping for food in the super now takes too long, is too inconvenient, and offers too little in the way of real economies for the time and effort expended by the shopper. #

seventeen

ways to a girl's heart !

From cover to cover, SEVENTEEN Magazine entertains, enlightens and enthralls. In heart-to-heart fashion, it discusses teen-age problems, answers teen-age questions, advises teen-age girls on everything from applying lipstick to applying for jobs. SEVENTEEN tells them how to choose clothes and attract beaus, improve their carriage and plan for marriage. In fact, SEVENTEEN talks with its readers about *all* their interests. And because it never talks *down* to them, they take everything in it to heart, including the advertising. That's why more and more advertisers are using SEVENTEEN to reach the market of 8½ million teen-age girls...*the market that has come of age in a great big way!*



it's easier to **START** *a habit than to* **STOP** *one!*

SEVENTEEN MAGAZINE, 488 Madison Avenue, New York 22 • Plaza 9-8100

DOUBLE EXPOSURE FOR YOUR ADVERTISING: SEVENTEEN-at-School—only magazine of its kind—offers your educational materials to high school home economics teachers. SEVENTEEN Magazine carries your advertising into their classrooms. Ask us about it!

Tips for the Production Man . . .

The 36-Page Ford Insert in 'Reader's Digest'

By Kenneth B. Butler

We are sure that the production man was swept away as much as anybody by the "biggest ad ever run," the 36-page special editorial-advertising insert which Ford Motor Co. ran in the May issue of *Reader's Digest*. The insert is a sweet job of presentation, combining editorial-style presentation with straight ads.

What the production man may have paid especial attention to was the method of binding in this insert. The booklet has a four-page cover printed on enamel slightly heavier than the 32-page body. The insert was saddle-stitched with two wire staples and supplied to *Reader's Digest* (maybe even produced by them) untrimmed.

Before binding, however, a scored tab was tipped onto the binding edge of the outside back cover of the insert. This formed the device which enabled the saddle-stitched insert to be bound into the patent-binding whole of this particular issue.

■ It is obvious that considerable preplanning was arranged. The precise location in the issue was pre-determined because the insert carries folio page numbers at the bottom of each page except the outer covers. These page numbers make the insert integral with the balance of the issue.

The scoring operation on the tab makes it easy to flip the pages. The tab was tipped to the back cover instead of front cover quite obviously to avoid desecrating the front cover.

Ingenuity in the use of magazine inserts continues on apace. The May issue of *Nation's Schools* contains another interesting example. In this publication, which like the *Digest* mails second class, there is a 16-page furnished insert for Pacific Steel Boilers, a virtual catalog done in a modified editorial format; sort of a picture story of the company's products. The insert does not carry page numbers but is included in the page-numbering system.

■ The lower right-hand corner of the insert is sliced off diagonally, an ingenious attention-getting device which certainly makes the insert stand out in this square-trimmed book.

The name of the publication has been imprinted on the back page of the insert. The reason, to me, is obscure, but doubtless has some relationship to postal regulations. This insert was tipped onto an unscored tab, on which is printed this suggestion: "snap out and file for ready reference."

■ In the same issue another insert, supplied by Peabody study chairs and tables, was printed with page designations of "A," "B," "C," etc. instead of page numbers. However, the front cover of the insert was imprinted "16A" to give continuity to the publication's numbering system. This was a straight insert, with no tab.

Here, apparently, is a whole new field for creative ingenuity in format presentation. #

The Peeled Eye Department . . .

It's All in a Name

By Dick Neff

Has the Safari Arrived with Leslie's Weekly, Bwana?

Up from South Africa comes advertising which inspires this comment from an American automobile copywriter, Colin Dawkins: "Only the English would blithefully have run the name of the dress designer in this ad."

Dick Neff

The little caption over the car tells the story: "Dress by Doris Lincoln."

Ad-ecdote Department

A young college graduate who had just joined a large advertising agency and was still trying to get used to mailroom pay was asked at lunch recently: "Well, son, how do you like working at ————?"

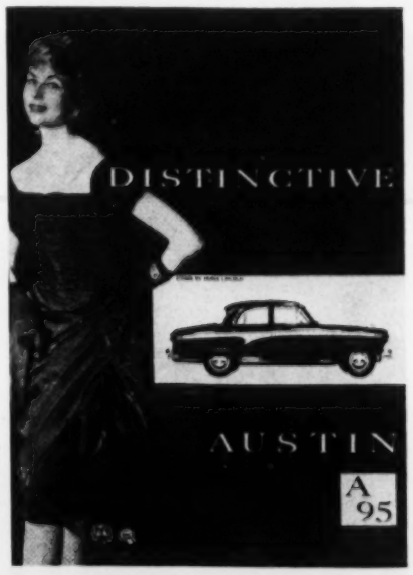
"It's fine!" the boy replied, ". . . if your parents can afford to send you there."

'Yes,' Says Mr. Kinz, 'I CAN Top This.'

Wallace Kinz of Hooker Chemical Corp. spotted a want ad recently which we herewith condense somewhat:

CAN YOU TOP THIS?

- Remember when the function of a panel was to shut up? . . .
- I remember that when teen-agers were "breaking out" it meant they had pimples. . .
- Split-personality . . . Paranoia . . . Psychosis. Do you recall when it took two to make a quarrel?
- I wept, because I had no shoes and then I met a man who had no car.
- Alternate side-of-the-street mugging *will* be waived during the N.Y. Spring Festival.



The copywriter who wrote these and many other lines needs work . . . "And I can see why," says Mr. Kinz.

Can't I Watch the Advertising Just a Little Longer, Mommy?

We see where Richard Moore, president of KTTV in Los Angeles, believes the public likes tv advertising so much he proposes an all-ad tv show.

Where've you been, Richie? Isn't that the kind we've got right now?

* * *

Speaking of tv, Art Richmond quotes this remark by the late Frank Lloyd Wright, as reported in Leonard Lyons' column in the *New York Post*: "Tv is chewing gum for the eyes."

Makeup Man Rides Again

Well, if you think we're going to cow our readers with our challenge (April 6 issue) to find a better makeup coup than that salmon food poisoning story surrounded by salmon ads, you just don't know your William J. Whiting of MacManus, John & Adams.

How long did it take him to spot a contender? About ten seconds. Right there on the same page with our column was this sage advice on headlines by Donald R. Murphy of *Wallaces' Farmer*, which, Mr. Murphy indicates, is the most important thing on layout he has found out in 20 years of readership surveys:

"Put the head where the eye will find it as the eye shifts downward from the picture . . . an overprint of the head, high on the picture, may commit a major sin; it will separate the head from the copy. . .

"Put the sales copy where the eye can find it easily as it shifts from picture to head to copy. . .

"Example: In a split run, one sales copy block right under the head scored 12% Read Most. With the same copy separated from the head by a picture, sales copy scored 2%. . .

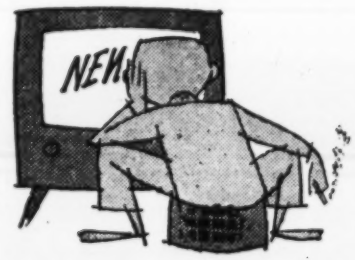
"Let me repeat: Don't separate the sales copy from the head. . ."

And what do we find a half inch across the gutter from this patient lecture? A headline for an advertisement—not by *Wallaces' Farmer*, we are glad to say—with the headline so far above the copy we are still gazing upwards to see if we can find it. #

Looking at Radio and Television . . .

Are Specials Becoming Too Common?

By the Eye and Ear Man



Last year and for five years before, the spectacular or the infrequently programmed special usually was good for above average ratings and excitement. But now there are too many such shows to call them special. It is difficult to generalize on ratings, but today's special doesn't necessarily come up with a "special" rating.

The old Ford Anniversary Show started the wave of specs. This program monopolized all three networks and had a fat captive audience, but did not add any sets in use. If this show were programmed today opposite established favorites, this column believes it would only do fair in ratings.

More recently Fred Astaire did well with the critics and the awards, and his sponsor, Chrysler, liked the show well enough to repeat it, but he did not set any ratings records. The same is true for Mary Martin's tv double header, which did not draw as well at the tv boxoffice as one might have expected for such a well publicized video event.

■ Other shows, like Coca-Cola's "Salute to Spring" and the AT&T star studded musicals, and the specially written book musicals have yet to demonstrate the kind of impact that an advertiser can count on to move his merchandise.

The subject of specials has been treated here at length from year to year, but let's review the facts by 1960 standards.

First, what is a special? It is a program which is presented to the television audience only once. It is presumably important, with performers never before seen, or presented in a different manner. It is at least an hour long and may be two hours. The fact that it is more lavish and elaborate than regularly scheduled fare means that it rehearses longer, is planned for months ahead, is mounted more elegantly, and therefore, costs a great deal more money than normal shows.

■ In the old days when semi-amateurs were producing regular shows the special was outstanding and worth while. Then, too, some performers had never been on television and audiences looked forward to their appearances.

All that has changed. In the first place, there are too many specials. Scarcely a week goes by without some special or other being ballyhooed in the press or on television. The weight of numbers automatically diminishes their value. They are so commonplace they cease to command an extraordinary place in the eyes or plans of the viewers.

Another major change is that in many ways, the quality of the regularly scheduled programs has been sharply improved. Top men from the motion picture industry and elsewhere are now knee-deep in tv film production.

Regular live shows, like the Perry Como and Dinah Shore programs, have taken on a dimension over the years that make the special look little, if at all, more special, and there are now many hour programs and even an hour-and-a-half weekly drama to give the viewer the regular satisfaction of a show that is worth spending a little time on.

■ Another deterring factor to specials is that there are few performers left to "introduce" to television. On the contrary specs have become a leading source of income for all but the handful of holdouts. It is virtually impossible today to put down a list of performers who, by the act of their appearing on a program, would command an audience.

There have even been some ludicrous attempts to put together a 39-week "series" of spectaculars. The very definition of a special is therein defeated even if some unknown groups of geniuses from another planet were gathered to produce this series.

What is the outlook for specials with more than ever due in 1959-60? Always an advertiser will have to pay a great

To make the most of the power of print

KNOW YOUR PRINTER BETTER!

This fly boy helps you win sales battles

Around the print shop they call him the "fly boy." As he removes printed pieces from the press, he watches for imperfections. Because of his alertness, your print jobs come to you neat, correct and ready to help you in your sales campaign.

The fly boy's watchful care is typical of your printer's attention to details. And that's only one of the ways he helps you make the most of the power of print. Call him before you start any print job. He can head off problems, save you money and turn your job out faster.

We know you'll like working with your printer. We've been doing it for years in supplying him with the quality papers he needs to serve you best!

MEAD papers

One of Mead's fine quality papers is MEAD EMBOSSED OFFSET ENAMEL. This grade, in the 100 lb. weight, was used to print this insert. You'll find more information concerning it on the reverse side of this page.

the fly boy

Although they call him the "fly boy" in the plant, he is an important factor in the production of fine printing. On certain types of equipment he removes the sheets from the press, watches for imperfections and helps to keep the job moving along smoothly. Day in and day out, as he goes about his duties he is studying every phase of pressroom operation. In him frequently we see the full-fledged pressman of the future.

Mead Embossed Offset Enamel

In recent years there has been a resurgence of interest in embossed finishes for jobs on coated papers. Heretofore, this has necessitated an embossing operation after printing, which of course added to the cost. To meet this condition and to achieve the desired results at minimum cost, Mead introduced Embossed Offset Enamel. As this printed piece indicates, it has the bright-white color needed for quality halftone and color work plus a carefully planned embossing pattern. This imparts character and interest to the surface without in any way interfering with its primary purpose of clear reproduction of text and illustrations.

Mead Embossed Offset Enamel gives that added charm and distinction to graphic arts productions, especially those in which color subjects are predominant. Ask your Mead Merchant to show you further samples. It may be just the added sales feature necessary to get some of those jobs on which you are now figuring.

MEAD papers

MEAD PAPERS, INC.

SALES OFFICES: Dayton • New York • Chicago
Boston • Philadelphia • Atlanta • Cincinnati
Detroit • Milwaukee • Greensboro, N. C.

A Subsidiary of
THE MEAD CORPORATION DAYTON 2, OHIO

. . . imagination in Paper and Packaging

deal more money for a special than a regular show, and on the average he can expect less rating than a good regularly-scheduled program. He will have to spend additional money in paid newspaper space "advertising advertising."

■ In the old days the excuse was given that an advertiser with limited funds could not buy a series so the only use of tv affordable was a few important shows. Now there is usually time available for short runs in regularly established shows—even those with high ratings.

If this is the case, why are so many people buying specials? When a good special is used to introduce a new model car or ballyhoo a new product or herald an institutional innovation or to imprint the company image, it makes a lot of advertising sense, even though it may not rate in the top ten. Here the tie-in advertising and collateral publicity can be as beneficial as the program itself.

While the special makes sense for the special occasion, it is hard to justify it for the frequently purchased product—soft drinks, for example. This kind of product needs daily reminder advertising, and has little use for long commercials supplied by the hour or two-hour show.

■ To sum up, the specials serve a useful purpose in breaking up the daily routine of television and doing a special promotion at premium prices. But for the bread-and-butter product the spec is as much a luxury as a Rolls-Royce is to a trucker. #

What's Doing on the Legal Front . . .

Fabric Design Piracy Halted as Infringement of Copyright

By Sidney A. Diamond
Member of the New York Bar

The fashion industries have been watching with considerable interest the successful efforts of Peter Pan Fabrics Inc. to protect its textile designs under the copyright law. During the past few months, Peter Pan has secured four court orders restraining competitors from using copies of its designs. This is noteworthy in a field where, as one of the defense witnesses said in a sworn affidavit, "Copying of designs is as much a part of our industry as the creating of those designs."

Sidney A. Diamond

The formalities of obtaining a copyright are simple, but copyrighting a design printed on fabric involves some technical difficulties. Peter Pan seems to have surmounted these obstacles in a manner that satisifies all the legal requirements for obtaining effective legal relief against infringers.

■ Theoretically, copyright protection for textile designs has been available for a long time. The federal copyright law includes "reproductions of a work of art" in its list of the various classifications of literary and artistic works covered by the statute. It was not until 1956, however, that the regulations of the Library of Congress specifically referred to textiles. In that year, the copyright regulations were revised to take into account, among other things, a liberal interpretation of the expression "work of art" by the U. S. Supreme Court. The new regulations provide that "The registrability of a work of art is not affected by . . . the fact that it appears on a textile material or textile product." On this basis, the industries concerned with the problem began to consider the copyright law more seriously as a possible means of protection against design piracy.

■ Judging from the number of competitors who copied it, one of Peter Pan's most successful fabrics is the design it calls "Style 680, Range 1, Byzantium." One of the federal judges who passed on it describes this as a solid design made up of motifs suggestive of the Near East, including arches reminiscent of Arabic architecture, figures much like those on Oriental rugs, tablets covered with imitations of Arabic script, and other similar decorations. Peter Pan purchased the design from the Pierre Kittler Studio in Paris. It was then reproduced on fabrics and Peter Pan obtained a copyright certificate for the reproduction on July 9, 1958.

The defendants in the most recent lawsuit attacked the validity of the copyright by asserting that this design was not an original one. It is correct that a work of art must be original in order to be entitled to copyright protection, but that does not rule out an individual adaptation or treatment of artistic elements previously used by others. The judge stated that the copyrighted design was highly intricate and detailed both in over-all pattern and in particular features. He was satisfied that it constituted an "original" expression by the artist of characteristic Byzantine motifs.

■ The next basic question in the litigation was whether the defendants in fact had copied Peter Pan's design. In one case, the judge found by visual comparison that the defendant had made virtually a "Chinese copy." In another, the judge said the differences were only those that resulted from free-hand rather than photographic copying. In still another, the judge found that a cursory comparison gave the impression the two designs were identical, but that closer scrutiny revealed each minor detail of the Peter Pan design had been altered slightly.

This kind of variation does not avoid the charge of copyright infringement if the design of the complaining party actually was used as the model. The judge stated the rule in this way: "Graphic plagiarism is committed when the copyist preserves the structural and material characteristics of the original, notwithstanding deliberate and systematic variation of each subordinate detail."

The most serious legal technicality in the lawsuits was the adequacy of the copyright notice used by Peter Pan. The U. S. Copyright Act requires notice of copyright on "each copy" of the work that is offered for sale by the copyright proprietor or under this authority. Does this mean that the copyright notice must be printed all over the face of the fabric to cover each repeat of the design?

It is precisely this kind of question that in the past has discouraged many fabric houses from attempting to claim the protection of the copyright law. The U. S. Supreme Court years ago dismissed a case involving the almost identical problem of Christmas wrapping paper because it was printed in strips containing 12 repeats of the design, and the copyright notice appeared only once on each strip of 12 instead of once on each repeat of the design.

■ Peter Pan Fabrics printed its copyright notice on the selvage of the fabric every 16 inches, thus providing a notice at least once for every repeat of the design. The defendants claimed this was insufficient to comply with the statutory requirements, and thus forfeited the copyright, because a notice on the selvage is not visible when the fabric is made up into a dress. There appeared to be some support for this view in the Copyright Office regulations, which state that a copyright notice is defective if it is permanently covered so that it cannot be seen without tearing the work apart. However, this argument ignores the fact that Peter Pan is in the business of selling fabrics, not dresses. All that Peter Pan was required to do was imprint an adequate notice on the fabric.

There are ample legal precedents, involving other types of copyrighted works, for the proposition that the copyright owner is not responsible for the removal or obliteration of the notice by someone else; the copyright is valid if the proper statutory notice was on each copy when it left the copyright owner's hands.

■ This was the crucial point in the litigation because lack of knowledge is not a defense to a charge of copyright infringement. The absence of the notice on a finished garment therefore would not protect the defendants from liability unless it was construed as something for which Peter Pan was responsible and, as a result, invalidated the copyright. The judge refused to accept this defense; he held specifically that Peter Pan had satisfied the notice requirements.

An innocent infringer, however, is not subject to the same stringent penalties as one who has actual knowledge of the fact that the work he is copying is protected by copyright. If the defendants eventually can establish that they copied from dresses lacking the copyright notice because it had been removed from the fabric by the dress manufacturer, they may be relieved of the necessity of paying any damages. Meanwhile, Peter Pan has obtained preliminary injunctions halting any further manufacture or sale by the defendants, and presumably this was the major objective.

■ As indicated, the decisions discussed above are only preliminary and it is conceivable that the final conclusion after the cases are tried will be different. It is also conceivable that a higher court may reverse the judges who granted injunctions on Peter Pan's complaints. But for the moment, at any rate, important progress seems to have been made in establishing a method by which design piracy can be controlled in an industry where it has been a traditional and notorious problem. It should be noted that this control is limited to the design printed on the fabric; it does not protect the style of the dress or other article of apparel made from the fabric.

■ Many persons feel that the technicalities of the copyright law are not really appropriate as a legal basis for the protection of designs. And it is well known that the existing design patent law is inadequate for the purpose. Efforts have been under way for some time to pass a new law directed specifically at ornamental designs for "useful articles," including textiles and presumably wearing apparel as well.

The Willis bill, now pending in Congress, would require a "protected design notice" similar to the copyright notice, but special provision is made for situations where the notice might mar the appearance of the article and where the design is reproduced in repetitive or continuous form. This bill is supported by an organization called the National Committee for Effective Design Legislation, which was formed recently for the purpose of finding a satisfactory legal method for dealing with this set of problems. There are no indications yet of when congressional action might be expected. #

What They Were Saying 25 Years Ago . . .

Glen Frank, president of the University of Wisconsin, in a speech at a dinner given by Alfred P. Sloan, president of General Motors, on the eve of the reopening of the Century of Progress Exposition in Chicago (AA, June 2, 1934):

"To me the most disturbing fact is the number of Americans, in high positions and low, who are assuming that science and technology have been too efficient in producing a limitless output at low prices and that the thing to do is to plan a lesser output at higher prices.

"To restrict production and raise prices as a general policy is not liberalism but reaction. That way lies a permanent and perilous lowering of living standards for the swarming millions. More goods at lower prices is the logical goal of an age of science."

Edgar Kobak, president of the Advertising Federation of America, addressing the Advertising Club and Chamber of Commerce of Omaha (AA, June 2, 1934):

"Critics of advertising have made one error. They don't live up to the rules of the game they have established for others. If they did, they would present their arguments in the form of paid advertising, signed with their name and carrying the authority that only advertising can give."

If you want to sell more **floor coverings,** go where every page is full of ideas that sell: Better Homes & Gardens, the family *idea* magazine. Issue after issue is crammed with ideas that make readers dissatisfied with what they have, eager for what they see in BH&G. To wit:—Nearly 3 out of 10 BH&G average-issue readers live in households that purchased new floor covering in a one-year period, compared with only 2 out of 10 nonreaders.

Source: BH&G-Politz 12-Months' Study, 1956

During the year 1/3 of America reads **Better Homes and Gardens** *. . . the family idea magazine*

ESTEEMED FOR DEPENDABILITY
ask anyone in advertising

NATIONAL REGISTER PUBLISHING CO., Inc.
147 West 42nd Street, New York 36, N. Y.
333 North Michigan Avenue, Chicago 1, Ill.
2700 West 3rd Street, Los Angeles 57, Cal.

SWITCHABLE—*Michigan Bell Telephone Co. is trying something new in outdoor posters for its Yellow Pages. The product shown in the head on the left can be changed each week with special inserts that posters can switch easily. N. W. Ayer & Son is the agency.*

Michigan Bell Uses Changeable Snipes in Outdoor Posters

DETROIT, May 12—Yellow Pages outdoor advertising is causing people to think a bit in Michigan these days. Billboards of Michigan Bell Telephone Co. are displaying useful household products almost as fast as the weather changes.

Ranging from garden shears to a garage, each product appears for several weeks. It's later replaced with another insert.

The changeable insert approach (which display men call a snipe) was created by N. W. Ayer & Son, Michigan Bell's agency. Both felt it was time to depart from the standard "You can find it in the Yellow Pages" theme. The new board was designed by Ayer artist Ron Shender, copy supervisor Bob Pavolov and copywriter Jack Knight.

The campaign will run for six months, scattering some 250 boards throughout the state. Particular emphasis has been placed on Detroit, with 75 boards.

■ For each poster there are six different objects. One poster may display a garage while two blocks away another might be showing a golf bag. During the campaign at least 24 different items will be shown, six at a time. May 15 two profiles of a man will replace the woman's head now appearing. New colored inserts will also be used, as well as new background color. Six weeks later the women will return with another set of inserts and color. Finally, the men will reappear. #

Lester Harrison Adds Two

Sweetree Mills, sweater manufacturer, and Cheri-nit Mills, manufacturer of sweaters and matching skirts, both of New York, have appointed Lester Harrison Inc., New York, as their first advertising agency.

you can count on superior SHRINKAGE-RESISTANCE REGISTER-PRESERVATION with

PROGRESS

R.O.P. COLOR MATS

The exceptionally fine results obtained with Progress R.O.P. Color Mats have produced exceptionally high praise from leading newspapers, and from some of the largest agencies and some of their largest clients. We have tear sheets and comments on file which we'll gladly show you upon request. What's more, we can show you that Progress R.O.P. Color Mats cost far less than most other R.O.P. mats, regardless of quality. Telephone or write us now for further information.

PROGRESS *PLATE MAKING COMPANY*
913-23 Filbert Street, Philadelphia 7, Pa. WAlnut 2-0447

The **PROGRESS • HANSON • PROGRESSIVE** *Group*

PROGRESS Plate Making Company, 923 Filbert Street, Phila. 7, WAlnut 2-0447 | HANSON Electrotype Company, 9th & Sansom Streets, Phila. 7, WAlnut 2-5567 | PROGRESSIVE Composition Company, 9th & Sansom Streets, Phila. 7, WAlnut 2-2711

NEW YORK: MU Hill 2-1723 • NEWARK: MA 3-5334 • WASHINGTON: EX 3-7444
LANCASTER: EX 4-1675 • WILMINGTON: OL 5-6047 • BALTIMORE: SA 7-5302 • RICHMOND: MI 4-2771

Offset Use Saves $30,000 Annually, Watson Reports

CHICAGO, May 12—Conversion of *Appliance Manufacturer* and *Modern Railroads* from letterpress to offset production earlier this year has resulted in total production cost savings of 11.5% for *Appliance Manufacturer* and 5% for *Modern Railroads*, according to David R. Watson, head of Watson Publications Inc., Chicago.

The saving will mean an additional $30,000 a year for the company, Mr. Watson told the Chicago Business Publications Assn. yesterday. For Watson Publications, he said, the conversion has proven itself the best avenue to reducing costs without reducing quality.

■ The savings possible through conversion to offset, he said, seem to be increased as the size and press run of a publication are increased. For *Modern Railroads*, with a press run of about 29,000, he said, the per-1,000-sheet printing costs figured since conversion were 20% lower than the year-earlier figure with letterpress. But on *Appliance Manufacturer*, with a 17,000 press run, the saving by the same measurement was 9%.

The increased cost of offset paper was a factor that reduced the amount of savings, Mr. Watson noted.

The conversion has had little effect on the editorial operation, Victor C. Petchul, editor of *Appliance Manufacturer*, reported. The saving on editorial photograph reproductions, he said, is about 50%.

■ Important in the whole conversion, according to Robert A. Potts, publisher of *Appliance Manufacturer*, is the Brightype camera and process for reproduction of graphic material, developed by George Morrison, of Ludlow Corp.

(Details of Watson's use of the Brightype camera and its whole experience converting to offset are reported in the May *Advertising Requirements* in an article by Frank Richter, exec vp of Watson Publications.) #

Nielsen Reports Six-Month Revenue Rises, Net Dips

A. C. Nielsen Co., Chicago, has reported that its six-month service revenue rose to $12,782,389 for the half of 1959, ended Feb. 28, up 11.5% from the 1958 six-month figure of $11,461,852.

However, net income for the first half of 1959 fell to $491,305, or 86¢ a share, from $547,643, or 96¢ a share for the same period in 1958. A. C. Nielsen, chairman, said that earnings in the first half were adversely affected by losses on some of the company's foreign subsidiaries for which no carryback tax credits were allowable.

Norge Equips Launderama

Launderama Inc. has opened a network of 12 drive-in, self-service laundry locations in Mobile, Ala. They are equipped with a total of 360 Norge automatic washers and 48 single and 72 multiple load clothes dryers. Cars can be parked directly in front of the washer or dryer in the open-air centers, which are open 24 hours a day. George P. Bilheimer Jr., president of Launderama, said the 12 units represent an investment of $350,000.

'Cue' Names Marks, Guinan

Leo Marks, formerly with Hearst newspapers, has joined *Cue*, New York, as division sales manager for alcoholic beverages, a new post. Hurbert E. Guinan, formerly with *Esquire*, has been named travel and transportation sales manager of *Cue*, also a new post.

Ray Billingham Retires from 'Automotive News'

Ray Billingham has retired from *Automotive News* after selling space in New York and New England for the publication for the past eight years. Before joining *Automotive News* in 1951, Mr. Billingham represented *Automotive Industries* for Chilton Co. in New England. Before that he worked for a number of agencies: N. W. Ayer & Son, Frank Seaman, J. Walter Thompson Co. and Buchanan & Co.

His first advertising job was with Hill Publishing Co. (now McGraw-Hill) as a technical copywriter.

Weed Names Podolinsky in New St. Louis Office

Edward D. Podolinsky has been named manager of the new St. Louis office of Weed & Co., radio station representative, in the Syndicate Trust Bldg., 915 Olive St. He formerly was national sales manager of KTNT-TV, Seattle, and previously worked for Weed in Chicago.

FCC Okays WXIX Sale

The Federal Communications Commission has approved sale of WXIX-TV, Milwaukee, by CBS to WXIX Inc., headed by Gene Posner, for $50,000. The sale was arranged after CBS closed down uhf operations in Milwaukee March 31.

"Tired Blood?"
Let Bott give your advertising a FRESH approach, rejuvenate that stale theme and worn-out copy. Phone HA 7-9187.
"That Fellow Bott"
Lee P. Bott, Jr., 64 E. Jackson, Chicago

WHATEVER YOU SELL YOU CAN
SELL MORE OF IT IN THE Plain Dealer Market
THAN IN ANY ONE OF 36 ENTIRE STATES

THE ONLY CLEVELAND NEWSPAPER THAT SELLS THE CITY AND 26 ADJACENT COUNTIES

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES*

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,336,394	$2,030,071	$4,366,465
Retail Food Sales	589,775	510,796	1,100,571
Retail Drug Sales	88,498	55,405	143,903
Automotive	435,242	430,796	866,038
Gas Stations	146,580	176,027	322,607
Furniture, Household Appliances	125,120	104,022	229,142

(Source, Sales Management Survey of Buying Power, May 10, 1958)

*Akron, Canton and Youngstown's Counties are not included in above Sales.

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

May Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

Weeklies, Bi-Weeklies, Semi-Monthlies (April)

	Pages				Lines			
	April 1959	April 1958	Jan.-April 1959	Jan.-April 1958	April 1959	April 1958	Jan.-April 1959	Jan.-April 1958
Commonweal	29.8	24.4	81.6	66.6	12,516	10,248	34,272	27,972
Cue	61.0	60.2	245.5	254.0	26,168	25,811	105,315	108,962
†Down Beat	67.9	46.7	189.2	155.6	28,532	19,628	79,478	65,338
Grit	32.4	22.3	118.9	98.4	32,363	22,283	118,889	98,420
Life	342.0	316.0	1,076.6	1,117.0	232,560	214,880	732,076	759,530
‡Look	115.5	188.2	408.7	468.3	78,540	127,976	277,916	318,444
New Yorker	481.1	408.8	1,608.8	1,451.4	206,401	175,377	690,184	622,652
Newsweek	293.9	255.4	961.5	954.4	123,438	107,268	403,830	400,848
Presbyterian Life	17.6	10.8	64.8	45.6	7,406	4,551	27,226	19,204
†The Reporter	29.1	9.0	90.8	56.7	12,193	3,801	38,131	23,805
Saturday Evening Post	273.5	288.7	887.0	938.7	185,998	196,348	603,158	638,301
Saturday Review	86.7	86.7	397.7	363.1	36,394	36,407	166,995	152,537
Sporting News	34.1	41.6	85.6	105.3	37,031	45,155	92,835	114,206
‡Sports Illustrated	219.9	143.1	606.0	520.4	84,304	61,423	249,848	223,238
Time	274.0	251.0	967.3	987.3	115,034	105,422	406,276	414,669
TV Guide	46.5	42.9	199.8	186.3	8,454	7,808	36,352	33,907
U.S. News & World Report	238.9	215.0	858.3	855.5	100,338	90,309	360,481	359,313
Total Group	2,528.4	2,222.6	8,439.4	7,156.3	1,249,130	1,126,719	4,145,346	4,062,902

† Three issues in April 1959; two issues in April 1958. ‡ Starting with January figures regional pages and linage are counted in full except where an ad has appeared in more than one regional edition; then the space is counted only once. ⌗ Not included in totals; two issues in April 1959 and three issues in April 1958.

Women's

	Pages				Lines			
	May 1959	May 1958	Jan.-May 1959	Jan.-May 1958	May 1959	May 1958	Jan.-May 1959	Jan.-May 1958
†Bride & Home	—	—	140.7	111.5	—	—	89,007	70,589
†Bride's Magazine	—	—	365.3	357.3	—	—	230,806	225,792
Everywoman's Family Circle	52.2	36.3	219.0	179.2	22,394	15,573	93,951	76,877
Good Housekeeping	129.4	154.8	506.9	534.9	55,493	66,438	217,439	229,475
Ladies' Home Journal	102.0	85.3	470.1	452.1	69,363	57,989	319,683	307,422
McCall's	74.6	92.3	322.1	352.3	50,757	62,795	219,077	239,564
‡Modern Bride	85.8	108.5	314.5	293.9	54,194	68,572	198,764	185,744
§Parents' Magazine	59.7	66.7	281.6	286.8	25,679	28,685	121,279	123,397
Seventeen	127.6	140.1	534.8	513.5	86,781	95,286	363,691	349,176
Western Family	12.5	16.0	71.5	82.8	5,242	6,738	30,052	34,791
The Workbasket	28.4	24.9	207.6	187.3	5,567	4,899	40,690	36,723
Total Group	67.4	724.9	3,434.1	3,351.6	375,470	406,975	1,924,439	1,879,550

† Published quarterly in January, April, July and October. ‡ Beginning in 1959 Modern Bride changed from a quarterly to a bi-monthly. § Includes Shopping Scout Section linage.

General

American Artist	27.2	23.8	135.3	138.7	11,417	9,980	56,820	58,247
American Forests	16.3	17.9	72.3	87.0	6,846	7,518	30,366	36,554
American Legion	15.3	9.3	80.2	57.8	6,413	3,913	33,680	24,265
Argosy	21.5	24.6	115.3	114.4	9,249	10,583	49,474	49,089
Atlantic	37.0	26.8	193.6	170.1	15,558	11,249	81,318	71,461
†Christian Herald	42.2	43.6	198.0	192.5	18,132	18,741	85,013	82,689
Columbia	9.3	6.8	63.4	44.4	3,920	2,845	26,638	18,636
Coronet	40.0	42.0	252.0	210.5	7,200	7,560	45,360	37,890
Cosmopolitan	28.3	18.6	117.9	103.1	12,121	8,002	50,568	44,245
Ebony	85.0	84.3	378.7	334.1	57,811	57,346	257,578	227,203
Elks Magazine	13.8	9.9	69.2	54.4	5,946	4,246	29,377	28,341
Esquire	84.9	72.8	342.6	321.1	57,036	48,888	230,244	215,796
Extension	14.9	15.0	74.5	85.6	10,235	10,306	51,264	58,880
Flying	43.7	37.6	248.9	208.1	18,354	15,792	104,538	87,402
Gourmet	36.5	34.0	149.6	155.5	15,640	14,599	64,130	66,721
Grade Teacher	28.5	30.2	170.7	180.0	12,588	13,298	75,282	79,362
Harper's Magazine	25.6	30.8	177.8	160.4	10,775	12,947	74,715	67,391
Hi Fi Review	38.6	34.9	225.1	151.9	16,212	14,658	94,542	63,798
High Fidelity	67.5	59.6	376.4	352.0	28,350	25,032	163,088	150,171
Holiday	117.8	111.5	497.1	472.9	80,136	75,796	338,022	321,595
Hot Rod	40.1	27.2	160.4	121.8	16,828	11,424	67,396	51,156
Improvement Era	21.4	29.4	121.2	120.5	8,967	12,341	50,893	50,626
Instructor	24.3	21.2	155.5	158.5	16,616	14,537	106,375	108,458
Motor Boating	166.5	143.0	855.1	802.7	97,878	84,084	502,717	471,883
Motor Life	23.9	23.3	91.8	97.9	10,024	9,772	38,518	41,104
Motor Trend	28.8	21.3	125.6	105.1	12,110	8,932	51,522	44,156
National Geographic	52.5	53.0	229.8	224.1	12,458	12,567	54,541	53,172
Playboy	23.3	15.0	96.1	67.5	9,765	6,300	40,347	27,950
Popular Boating	102.9	66.2	458.7	330.9	60,505	38,925	269,715	194,569
Popular Photography	81.2	84.1	358.2	392.9	34,104	35,322	150,444	165,018
Promenade	22.4	21.0	92.0	94.5	9,601	9,013	39,451	40,548
Reader's Digest	123.0	59.5	407.5	250.0	22,386	10,829	74,165	45,500
Redbook	34.5	46.4	160.9	177.8	14,790	19,886	69,005	76,271
Rotarian	11.6	10.0	48.8	47.1	4,860	4,217	20,489	19,783
Sports Cars Illustrated	34.8	29.5	127.2	115.6	14,616	12,390	53,424	48,552
Today's Health	29.4	28.4	131.5	119.2	12,600	12,170	56,484	52,401
Together	9.3	9.4	59.2	51.2	4,007	4,068	25,547	22,056
Town & Country	88.7	78.1	347.2	329.0	56,092	49,412	219,513	207,884
True	32.2	29.9	145.5	134.8	13,820	12,825	62,435	57,820
V. F. W. Magazine	10.5	8.9	57.2	52.6	4,406	3,744	24,014	22,109
Yachting	144.2	118.8	739.9	681.0	84,789	69,854	435,061	440,428
Total Group	1,876.1	1,657.6	8,907.9	8,069.2	925,161	815,911	4,429,355	3,991,280

† This year's linage does not include any linage carried in Protestant Church Buildings. This publication formerly was bound into Christian Herald quarterly; now it is a separate quarterly publication.

Home

American Home	51.6	59.4	253.1	283.9	32,596	37,569	159,943	179,448
Antiques	61.0	61.0	308.5	310.6	17,934	17,934	90,572	91,249
Better Homes & Gardens	119.9	119.4	477.3	530.8	75,834	75,479	301,666	335,478
Flower & Garden	28.9	19.6	189.2	150.4	12,133	8,231	79,458	63,180
Flower Grower	68.8	54.4	325.5	310.6	28,902	22,852	136,617	130,478
House & Garden	110.2	83.7	336.0	341.3	69,664	52,928	212,357	215,670
House Beautiful	139.7	155.5	466.8	476.5	88,302	98,262	294,559	301,168
Living for Young Homemakers	97.5	96.3	333.4	298.4	61,650	60,836	210,728	188,538
Popular Gardening	50.5	50.7	286.4	271.4	21,210	21,275	120,283	113,978
Sunset Magazine	165.7	145.1	613.1	600.0	69,618	60,948	257,602	252,089
Total Group	793.8	845.1	3,589.3	3,573.9	476,843	456,314	1,863,785	1,871,276

Fashion

Charm	130.0	129.4	401.9	411.6	55,798	55,502	172,429	176,555
Glamour	83.9	73.4	371.9	403.9	35,984	31,502	159,548	173,271
Harper's Bazaar	86.4	70.6	458.6	479.5	54,659	44,711	289,915	303,120
Mademoiselle	73.8	74.5	401.4	388.0	31,663	31,993	172,251	166,560
Vogue	94.3	126.9	640.0	712.0	59,583	80,188	404,477	450,002
Total Group	468.4	474.8	2,273.8	2,395.0	237,687	243,896	1,198,620	1,269,508

Movie-Romance-Radio

†Dell Modern Group:								
Modern Romances	26.0	30.0	125.4	117.4	11,164	12,877	53,807	50,370
Modern Screen	16.9	16.8	72.3	65.2	7,237	7,227	30,977	27,973
Screen Stories	11.8	14.5	61.4	54.8	5,074	6,214	26,307	23,504
Fawcett Women's Group:								
Motion Picture	13.4	12.1	68.8	60.0	5,733	5,187	29,516	25,720
True Confessions	18.8	17.7	117.4	93.2	8,079	7,596	50,364	40,000
Hillman Romance Group	5.1	22.1	18.7	33.3	2,212	9,519	8,107	14,403
‡Hillman Women's Group	20.3	—	86.3	—	8,734	—	37,110	—
Ideal Women's Group:								
Intimate Story	22.1	12.5	107.0	69.8	9,472	5,345	45,913	29,942
Movie Life	20.9	14.1	103.2	80.6	8,993	6,067	44,316	34,604
Movie Star TV Close-Ups	21.0	14.0	103.3	80.4	9,021	6,025	44,346	34,520
Personal Romances	22.2	13.1	107.3	71.5	9,515	5,631	46,068	30,702
TV Star Parade	19.9	11.9	91.4	66.2	8,562	5,124	39,195	28,459
§Screenland	12.4	10.2	60.8	52.0	5,340	4,392	26,534	22,316
Secrets Romance Group:								
Revealing Romances	17.2	15.8	103.5	86.7	7,396	6,725	44,395	37,209
*Confidential Confessions	17.2	—	91.7	40.4	7,382	—	39,344	17,319
*Daring Romances	17.2	15.6	102.5	46.1	7,382	6,711	43,986	19,786
Secrets	17.2	15.8	103.5	88.4	7,396	6,776	44,471	37,937
True Story Women's Group:								
Photoplay	30.3	25.7	139.1	122.1	13,009	11,013	59,654	52,399
True Experience	13.8	12.9	77.9	67.6	5,905	5,521	33,439	29,020
True Love	12.8	12.6	77.5	67.8	5,512	5,424	33,279	29,075
True Romance	13.4	12.7	78.3	67.6	5,751	5,430	33,610	29,031
True Story	56.9	56.7	270.3	262.5	24,411	24,324	115,942	112,618
TV-Radio Mirror	13.0	10.2	65.5	54.4	5,583	4,395	28,095	23,319
Total Group	439.8	367.0	2,233.1	1,748.0	188,863	157,523	959,075	750,226

NOTE: Figures for each publication in the Fawcett, Ideal and True Story groups include all advertising carried by the group as a whole PLUS additional advertising carried by each individual publication. † No January issue in 1959 or 1958. ‡ No May 1958 issue. § Published bi-monthly; alternates with Silver Screen. * Beginning in February Daring Romances and Confidential Confessions will be published monthly instead of bi-monthly.

§Business (May)

Dun's Review & Modern Industry	76.8	68.5	397.8	364.1	32,270	28,745	167,055	152,925
Fortune	180.7	171.0	768.2	813.2	114,234	108,072	485,534	513,974
Nation's Business	58.8	51.0	263.2	226.3	24,698	21,849	110,552	97,276
Total Group	316.3	290.5	1,429.2	1,403.6	171,202	158,666	763,141	764,175

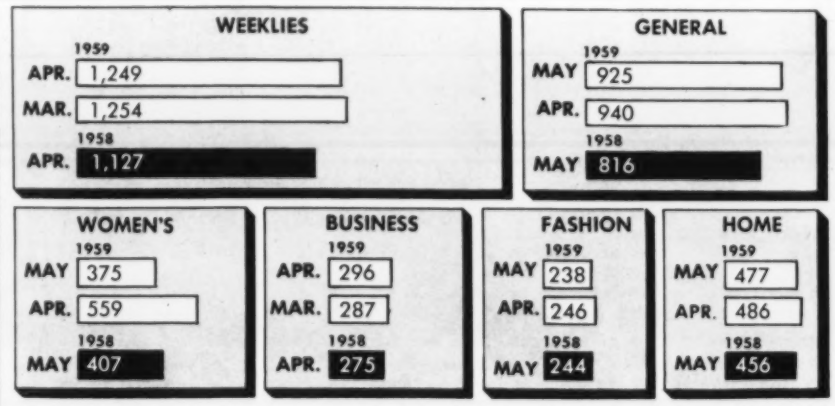
§ Because current month linage figures for several publications are not yet available this group is broken into a May section and an April section.

Business (April)

	Pages				Lines			
	April 1959	April 1958	Jan.-April 1959	Jan.-April 1958	April 1959	April 1958	Jan.-April 1959	Jan.-April 1958
Barron's	87.6	78.6	342.1	290.6	57,489	51,602	224,447	190,676
Business Week	417.9	413.4	1,461.6	1,532.9	175,510	173,636	613,889	643,814
Financial World	72.0	45.9	228.3	179.0	30,276	19,309	95,886	75,202
Forbes	79.0	71.5	257.1	236.2	33,160	30,041	107,962	99,258
Total Group	656.5	609.4	2,289.1	2,238.7	296,435	274,588	1,042,184	1,008,950

Magazine Linage Trends

Figures in thousands



Farm Magazines

	Pages				Lines			
	May 1959	May 1958	Jan.-May 1959	Jan.-May 1958	May 1959	May 1958	Jan.-May 1959	Jan.-May 1958
Capper's Farmer (mon)	41.6	51.9	222.8	298.0	17,862	22,275	95,583	127,829
Farm & Ranch—Southern Agriculturist: (mon)								
⌗Southeastern Edition	36.6	37.5	212.4	211.3	15,716	16,079	91,140	90,652
⌗Southwestern Edition	38.5	40.9	194.7	209.5	16,504	17,548	83,542	89,903
Average 2 Editions	37.4	38.8	205.5	211.4	16,024	16,652	88,177	90,695
Farm Journal: (mon)								
⌗Central Edition	94.8	93.5	465.1	448.2	40,690	40,095	199,511	192,283
⌗Eastern Edition	87.7	79.8	416.1	399.9	37,616	34,232	178,491	171,546
⌗Southern Edition	76.0	69.5	358.2	359.1	32,613	29,801	153,685	154,037
⌗Western Edition	96.5	86.3	448.6	424.6	41,407	37,024	192,449	182,145
Average 4 Editions	88.8	82.3	422.0	407.9	38,082	35,288	181,034	175,003
Progressive Farmer: (mon)								
⌗Carolina-Va. Edition	91.6	91.4	431.9	458.0	62,271	62,168	293,663	311,417
⌗Ga.-Ala.-Fla. Edition	93.7	94.2	425.9	461.0	63,735	64,087	289,590	313,495
⌗Ky.-Tenn.-W.Va. Edition	84.6	86.7	396.6	421.3	57,519	58,968	269,700	286,459
⌗Miss.-La.-Ark. Edition	85.4	88.3	396.6	423.6	58,079	60,060	269,720	288,060
⌗Texas Edition	88.9	93.0	409.9	435.6	60,468	63,233	278,721	296,220
Average 5 Editions	88.8	90.7	412.2	439.9	60,414	61,703	280,279	299,130
Successful Farming (mon)	84.6	84.1	429.1	395.7	38,063	37,855	193,085	178,055
Total Group	341.2	347.8	1,691.6	1,752.9	170,445	173,773	838,158	870,712

⌗ Not included in totals.

Youth

American Girl	30.8	25.7	126.9	129.3	13,233	11,008	54,455	55,472
Boys' Life	34.3	28.5	148.6	135.6	23,343	19,377	101,058	92,216
Child Life	.1	3.4	4.1	11.4	34	1,465	1,741	4,889
Scholastic Magazines	44.8	45.7	245.2	216.3	18,824	19,153	102,991	90,869
Scholastic Roto	13.0	9.8	44.1	34.8	11,375	8,542	38,615	30,403
Total Group	123.7	113.1	568.9	527.4	66,809	59,545	298,860	273,849

Mechanics & Science

Mechanix Illustrated	66.6	69.6	374.1	366.8	14,913	15,601	83,799	82,153
Popular Electronics	55.2	51.7	289.9	303.6	12,364	11,580	64,937	68,006
Popular Mechanics	120.1	113.5	628.9	607.9	26,897	25,415	140,862	136,177
Popular Science	103.8	91.4	562.0	561.5	23,258	20,480	125,877	125,774
†Science & Mechanics	77.6	73.9	294.1	274.0	17,389	15,574	65,879	61,405
Total Group	423.3	400.1	2,149.0	2,113.8	94,821	88,650	481,354	473,515

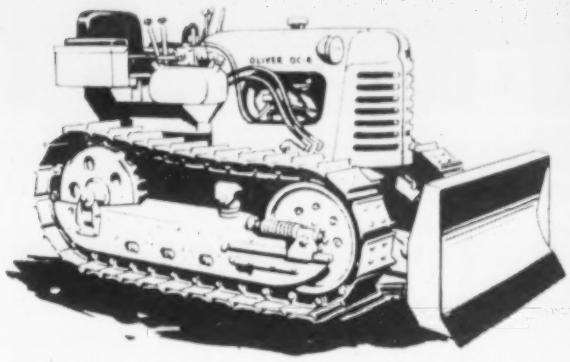
† Published bi-monthly; figures shown are for combined May-June issue.

Outdoor & Sport

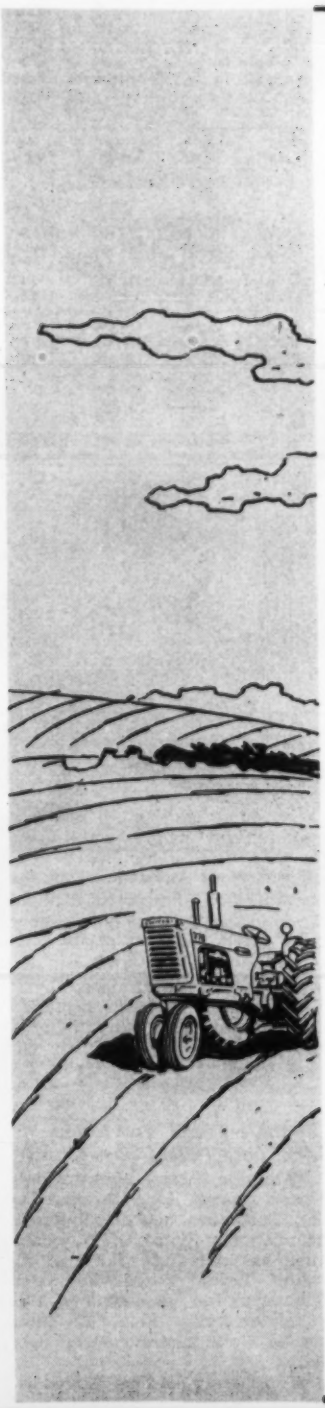
American Rifleman	49.6	54.1	237.5	254.3	21,285	23,210	101,880	109,094
Field & Stream	98.3	88.0	408.7	387.3	42,151	37,741	175,319	166,136
Fur-Fish-Game	27.6	22.9	122.2	99.5	11,851	9,811	52,412	42,692
Guns	17.4	22.9	96.4	121.0	7,464	9,804	41,355	51,896
Outdoor Life	85.8	77.7	389.4	374.8	36,805	33,349	167,053	160,777
Sports Afield	88.3	73.0	357.9	323.8	37,862	31,295	153,536	138,894
Total Group	367.0	338.6	1,612.1	1,560.7	157,418	145,210	691,555	669,489

(Continued on Page 114)

"At Oliver, Ad Requirements gets a thorough going-over"



R. L. DINNSEN
Advertising and Sales Promotion Manager
The Oliver Corporation



Farm and Industrial Machinery,
Material Handling Equipment, Hydraulic and
Mechanical Presses, Outboard Motors

THE **OLIVER** CORPORATION

400 WEST MADISON STREET • CHICAGO 6 ILLINOIS

OLIVER

Mr. G. D. Crain, Jr., Publisher
Advertising Requirements Magazine
200 East Illinois Street
Chicago 11, Illinois

Dear Mr. Crain:

Advertising Requirements has been a "must to read" in our office since your first issue. Each issue is read cover to cover by everyone working directly or indirectly with advertising, sales promotion and public relations. The only problem with this "mass" circulation is when the issue returns to my desk several pages have usually been clipped. Recently I changed the system and now have Advertising Requirements mailed to my home. I have more time to read editorial material and ads before the issue makes the office rounds.

Handling the advertising and sales promotion of the Farm Machinery, Construction Machinery (domestic and export), and Outboard Motor Divisions of the Company makes time and planning demands on each member of our staff which are different in scope and area every day. Literature, in three languages, and direct mail for farm and construction distribution are two very important work areas.

Last year we provided literature for dealer and consumer use on more than one hundred different pieces of equipment. Better than 2,120,000 pieces of direct mail were printed and mailed to farm, construction and outboard motor customers and prospects. Two and one-half million copies of our 24 page farm magazine, Better Farming for Better Living, were imprinted, addressed and mailed during 1958 to farmers in United States and Canada. Major point of purchase display packages were created for each sales division for dealer showrooms in addition to seasonal wall posters and window banners.

16MM movies and 35MM color slides for sales and service training programs are always "in the works". Three new product slide programs and one 20-minute color movie have already been released this year. At least two more 20-minute motion pictures are planned for this year. In addition, sixty and thirty second TV and theatre spots are now in production on major lines of equipment.

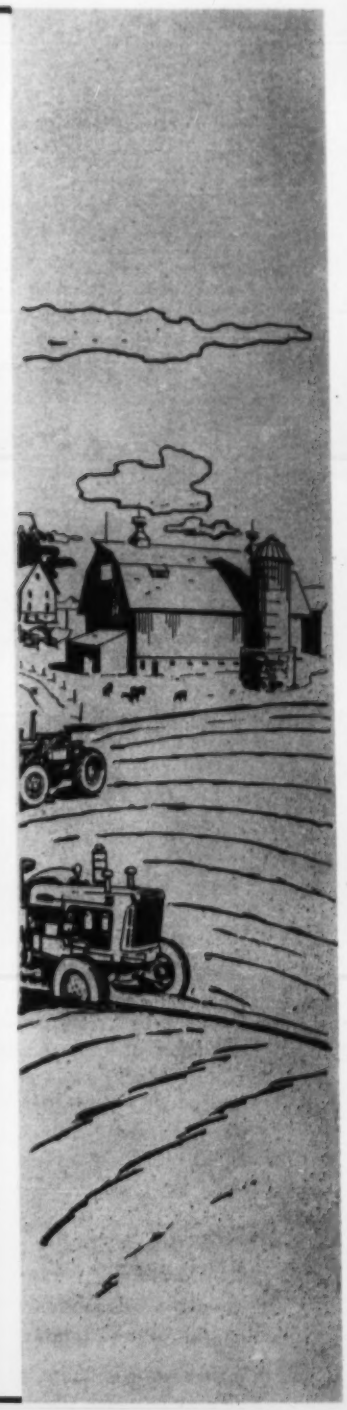
You can see that our advertising, sales promotion and product publicity efforts are varied and many, and I am sure you can also understand why Advertising Requirements gets such a thorough going-over. Advertising Requirements is important to us and should be to anyone connected with the responsibility of promoting sales in today's competitive market conditions.

Very truly yours,
The OLIVER Corporation

R. L. Dinnsen

Advertising & Sales Promotion Manager

R.L. Dinnsen/ew



Advertising Requirements / Workbook of Advertising & Sales Promotion

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS

PRINTING, PAPER & PLATEMAKING · DIRECT ADVERTISING · LAYOUT & TYPOGRAPHY · AUDIO & VISUAL AIDS · SHOWS & EXHIBITS · SIGNS & DISPLAYS
PACKAGING & LABELING · ART & PHOTOGRAPHY · PREMIUMS, PRIZES & SPECIALTIES

	Pages				Lines			
	May 1959	May 1958	Jan.-May 1959	Jan.-May 1958	May 1959	May 1958	Jan.-May 1959	Jan.-May 1958
Detective & Fiction								
Cavalier	17.5	11.7	88.2	75.4	7,504	5,018	37,842	32,329
Dell Men's Group	10.0	8.3	64.9	51.5	4,280	3,578	27,860	22,113
Thrilling Fiction Group	9.3	10.0	49.2	54.2	2,078	2,234	11,016	12,143
Total Group	36.8	30.0	202.3	181.1	13,862	10,830	76,718	66,585
Newspaper Sections (I)								
(Nationally distributed with Sunday newspapers)								
†The American Weekly	41.8	71.1	199.7	340.5	35,515	60,451	169,714	289,427
†Family Weekly	53.4	56.8	238.3	290.6	45,373	48,323	202,604	247,134
†Parade	76.5	75.8	353.2	372.5	65,017	64,390	300,196	316,601
†This Week Magazine	84.7	86.4	387.6	445.7	72,001	73,420	329,496	378,826
Total Group	256.4	290.1	1,178.8	1,449.3	217,906	246,584	1,002,010	1,231,988

† Five issues in May 1959; four issues in May 1958.

	Pages				Lines			
	April 1959	April 1958	Jan.-April 1959	Jan.-April 1958	April 1959	April 1958	Jan.-April 1959	Jan.-April 1958
Newspaper Sections (II) (April)								
(All other newspaper sections and comics)								
Chicago Tribune Magazine	177.4	153.5	558.2	584.9	150,819	130,449	474,491	497,204
New York Times Magazine	325.6	300.0	1,061.9	1,089.3	276,799	255,022	902,625	925,906
Philadelphia Inquirer	155.1	182.3	574.1	646.7	131,825	159,988	487,976	549,741
Total Group	658.1	635.8	2,194.2	2,320.0	559,443	540,459	1,865,092	1,972,851

	Pages				Lines			
	May 1959	May 1958	Jan.-May 1959	Jan.-May 1958	May 1959	May 1958	Jan.-May 1959	Jan.-May 1958
Comics Magazines								
American Comics Group	7.0	7.0	35.0	35.0	2,646	2,646	13,230	13,230
†Archie Comic Group	7.0	7.0	21.0	20.0	2,646	2,646	7,938	7,560
†Harvey Comics Group	8.0	—	40.0	—	3,024	—	15,120	—
National Comics Group:								
Blue Unit	6.0	4.0	31.5	25.5	2,268	1,512	11,907	9,450
Red Unit	6.0	5.0	32.5	26.5	2,268	1,890	12,285	10,017
Total Group	34.0	23.0	160.0	107.0	12,852	8,694	60,480	40,257

† Published bi-monthly; figures shown are for combined May-June issue.

	Pages				Lines			
	April 1959	April 1958	Jan.-April 1959	Jan.-April 1958	April 1959	April 1958	Jan.-April 1959	Jan.-April 1958
Canadian National Weekend Newspapers (Rotogravure Linage)								
†La Patrie	59.5	67.7	236.1	292.0	53,507	60,943	212,460	262,781
La Presse	108.0	73.1	407.9	294.5	97,267	65,812	367,110	265,058
Star Weekly	119.9	116.9	478.5	446.1	104,922	102,303	418,663	390,331
Weekend Magazine	130.3	129.5	547.4	496.7	127,049	126,327	532,345	484,327
Total Group	417.7	387.2	1,669.9	1,529.3	382,745	355,385	1,530,578	1,402,497

† Five issues in May 1959; four issues in May 1958.

	Pages				Lines			
	May 1959	May 1958	Jan.-May 1959	Jan.-May 1958	May 1959	May 1958	Jan.-May 1959	Jan.-May 1958
Canadian								
Canadian Homes & Gardens	55.7	60.5	187.5	203.9	37,883	41,116	127,506	138,621
Chatelaine	67.4	38.3	309.5	170.4	45,850	26,062	210,458	115,870
Liberty	27.7	34.5	129.5	146.1	11,883	14,803	55,466	61,710
Maclean's	92.0	104.6	371.0	381.4	62,537	71,155	252,248	259,356
Mayfair	26.5	39.4	143.6	173.5	18,048	26,813	97,729	118,007
Reader's Digest:								
English Edition	136.5	106.5	434.3	419.8	24,843	19,383	79,034	76,395
French Edition	140.5	112.5	469.8	446.0	25,571	20,475	85,495	81,172
Revue Moderne	24.0	23.3	100.4	100.5	16,300	15,814	68,269	68,355
Revue Populaire	21.0	20.1	87.1	80.9	14,831	14,092	61,088	56,757
Samedi	26.7	19.2	81.7	76.3	18,688	13,485	67,230	53,500
§Saturday Night	47.5	40.4	158.9	150.0	19,956	16,979	56,703	63,018
§Time-Canadian	162.1	175.7	500.9	534.7	68,390	73,745	210,315	224,525
Total Group	618.0	558.9	2,314.4	2,198.8	276,434	263,198	1,094,523	1,029,743

† Two issues in May 1959; five issues in May 1958. § Not included in totals, as figures for the May issues were unavailable as this issue went to press and April figures are shown.

	Pages				Lines			
	April 1959	April 1958	Jan.-April 1959	Jan.-April 1958	April 1959	April 1958	Jan.-April 1959	Jan.-April 1958
§Foreign (May)								
†Hablemos	19.5	15.2	76.6	65.0	16,380	12,726	64,260	54,474
Popular Mechanics:								
‡Popular Mekanik (Danish)	—	9.0	—	41.0	—	2,016	—	9,184
Mecanique Populaire (French)	35.0	34.7	143.4	144.1	7,840	7,784	32,121	32,300
Populare Mechanik (German)	7.6	5.7	27.1	27.7	1,708	1,288	6,076	6,227
Mecanica Popular (Spanish)	22.5	29.6	122.6	151.6	5,051	6,640	27,457	33,979
‡Popular Mekanik (Swedish)	—	9.0	—	44.0	—	2,016	—	9,856
Reader's Digest:								
Arabic	32.0	36.0	154.5	156.0	5,248	5,904	25,338	25,584
Argentine	51.5	59.5	207.0	217.0	9,373	10,829	37,674	39,494
Australian	72.5	67.0	321.0	288.5	13,195	12,194	58,422	52,507
Austrian	70.0	60.0	290.0	264.0	12,740	10,920	52,780	48,048
Belgian	56.5	40.0	198.5	169.5	9,888	7,000	34,738	29,663
British	74.0	72.0	329.0	333.5	13,764	13,392	61,194	62,031
Caribbean	60.5	69.0	255.0	312.5	11,011	12,558	46,410	56,875
Danish	55.5	60.0	198.2	233.2	9,435	10,200	33,703	39,653
Dutch	62.0	39.0	207.0	152.0	11,284	7,098	37,674	27,664
Finnish	32.0	22.0	111.0	88.0	5,952	4,092	20,646	16,368
French	141.5	142.0	512.0	527.5	24,763	24,850	89,600	92,225
French Swiss	33.0	26.0	110.5	116.0	5,775	4,550	19,338	20,300
German	123.0	121.0	535.0	469.0	22,386	22,022	97,370	85,358
German Swiss	38.5	31.0	137.5	131.5	7,007	5,642	25,025	22,113
Iberian	90.0	88.0	371.0	361.5	16,380	16,016	67,522	65,793
Indian	58.0	52.0	257.0	274.0	10,556	9,464	46,774	49,868
Italian	105.5	107.5	347.5	404.5	18,146	18,490	59,770	69,574
Japanese	31.0	39.5	179.0	184.0	5,208	6,636	30,072	30,912
Mexican	54.5	57.5	218.0	254.0	9,919	10,465	39,676	46,228
New Zealand	19.5	42.5	120.0	165.5	3,549	7,735	21,840	30,121
Norwegian	72.5	54.7	220.0	178.7	12,325	9,308	37,400	30,388
Overseas Military	37.0	44.0	174.0	200.0	6,734	8,008	31,668	36,400
Portuguese	109.0	89.5	392.0	362.5	19,075	15,663	68,600	63,438
South African	72.5	76.5	343.5	379.0	12,978	13,694	61,487	67,481
Southern Hemisphere	17.5	28.5	93.0	142.0	3,185	5,187	16,926	25,844
Swedish	74.0	52.5	251.0	217.5	13,764	9,765	46,686	40,455
Total Group	1,728.1	1,680.4	6,901.9	7,054.8	324,619	314,152	1,298,247	1,320,405

§ Because current month linage figures for several publications are not yet available this group is broken into a May section and an April section. † Five issues in May 1959; four issues in May 1958. ‡ May 1959 linage figures were unavailable as this issue went to press.

	Pages				Lines			
	April 1959	April 1958	Jan.-April 1959	Jan.-April 1958	April 1959	April 1958	Jan.-April 1959	Jan.-April 1958
Foreign (April)								
Life International:								
International Edition	70.2	68.1	261.1	260.2	47,770	46,325	177,565	176,970
Spanish Edition	49.0	53.3	197.5	212.4	33,320	36,295	134,385	144,500
Newsweek:								
Pacific Edition	79.0	66.7	267.1	241.6	33,180	28,014	112,182	101,472
European Edition	84.7	70.0	282.3	264.4	35,560	29,400	118,566	111,048
Time International:								
Time-Atlantic	118.1	100.6	425.5	397.0	49,595	42,210	178,675	166,740
Time-Latin American	103.8	97.6	388.7	377.8	43,540	40,950	159,325	158,620
Time-Pacific	90.8	77.9	368.2	302.4	38,080	32,655	154,630	126,980
Vision:								
Visao (Portuguese)	140.0	135.0	520.2	436.3	58,800	56,700	218,470	183,260
Mexican Edition	17.2	15.0	65.0	44.3	7,210	6,300	27,300	18,620
Spanish Edition	70.7	78.0	273.4	247.1	29,715	32,760	114,835	103,775
Total Group	823.7	762.2	3,049.0	2,783.5	376,770	351,609	1,395,933	1,177,685

Spotlight your merchandise with a HANKSCRAFT BATTERY-OPERATED DISPLAY TURNTABLE

Carries balanced loads of up to five pounds. Unique motor design provides unusually long battery life. Simple UL-approved "on-off" switch activates motor. Diameter 6¾" (can be enlarged with discs); height 2¾"; runs at approximately 2 R.P.M. Order several soon — and watch your sales curve soar!

- no plugs, wires or outlets needed
- needs no lubrication or special maintenance
- ball bearings keep display smooth, silent and steady

HANKSCRAFT CO.
Display Motor Division
REEDSBURG, WISCONSIN

NEW MEDIUM—*Lew Gifford, president of Gifford Animation, surveys his first ad to be carried on the shoeshine box of Peter G. Tempo, the shoeshine man for J. Walter Thompson Co., New York—at a weekly rate of $3.*

Shinebox Offered as Newest Medium

NEW YORK, May 12—A new ad medium was born today in a historic meeting between Lew Gifford, president of Gifford Animation, and Peter G. Tempo, the shoeshine man who serves J. Walter Thompson Co. here.

For a weekly fee of $3, Mr. Tempo's shoeshine box is now carrying paid advertising copy for Gifford. And the company is now talking to other shoeshine men who visit other major ad agencies.

The opening ad is a testimonial, reading "Pete recommends Gifford Animation. Gifford Animation Recommends Pete." Future copy will feature Gifford clients, including Piel Bros., RCA Victor, Armour, Esso, and Nabisco.

Meanwhile, Mr. Tempo plans to continue his own advertising on the shoeshine box too. His current house ad reads: "There's no excuses for dirty shoes's." #

WESTERN HORSEMAN
149 Advertising Agencies Placed 167 National Accounts in Last 16 Issues of THE WESTERN HORSEMAN
1950 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

'Twinkle Tears' Too Much Like 'Tiny Tears,' Says Court

"Twinkle Tears" weeping dolls, manufactured by Uneeda Doll Co., Baltimore, and distributed by Montgomery Ward & Co., constitute an infringement of the "Tiny Tears" patent owned by Toy Ideas Inc., according to a decision by Judge Roszel C. Thomsen in U. S. district court, Baltimore.

A suit asking the injunction was brought by Toy Ideas and American Character Doll Corp., New York, which makes and sells "Tiny Tears" dolls.

Usen Names Bresnick

Usen Canning Co., Boston, producer of Tabby cat foods, has appointed the Bresnick Co., Boston, as its agency. The Sackel Co., Boston, is the previous agency of record.

AID TO DEALERS—*This ad, to run in late May, will begin a $1,000,000 newspaper drive for Norge refrigerators scheduled in 350 markets (AA, May 4). Each of the three 1,200-line ads will contain dealer listings. Keyes, Madden & Jones is the agency.*

H. W. Hepner Retires After 38 Years at Syracuse University

SYRACUSE, May 11—It's "Goodbye, Mr. Chips" time at Syracuse University and among those retiring is Dr. Harry W. Hepner, who taught psychology of advertising. He retires after 38 years at the university.

Dr. Hepner has been associated many years with Batten, Barton, Durstine & Osborn as director of consumer research in Syracuse. In 1958 he founded the American Academy of Advertising, a national professional organization for teachers of advertising (AA, Oct. 6, '58).

Dr. Hepner is the author of "Effective Advertising," "Modern Marketing," "Psychology in Modern Business," "Human Relations in Changing Industry" and many others. At present, he is working on a new textbook dealing with human relations in business. #

London Stock Exchange Considers Corporate Ads

The London Stock Exchange is considering corporate advertising, according to Sir John Braithwaite, its chairman. During the past 10 years, under Sir John's chairmanship, the exchange has revolutionized its attitude toward the public and the public's attitude toward the exchange.

The latest project in its public relations campaign, a movie on the work of the exchange called "My Word Is My Bond," already has been seen by several thousand visitors to the exchange. It will be seen by millions more when it is screened by British Broadcasting Corp. television shortly.

Bayuk Cigar Management Wins Proxy Battle

The management of Bayuk Cigars Inc., Philadelphia, has beaten an insurgent group and elected its own nine-man board by producing 401,212 proxies, or 62.3%, against 241,927 proxies held by the insurgents.

Prior to the annual meeting, the federal district court and the U.S. circuit court of appeals in New York had denied an appeal by the insurgent stockholders protective committee to postpone the meeting. The latter group has charged Bayuk management with "false and misleading statements" and omissions in solicitation of proxies.

Reynolds Offers 2 Premiums to Push Reynolds Wrap

Reynolds Metals Co. currently is offering two premiums to promote sales of its Reynolds Wrap aluminum foil. The first is a Marks-a-Lot marking pen made by Carter's Ink Co., which may be obtained by sending 50¢ and a packaging seal from standard Reynolds Wrap box. The other is a Tele-pad notepaper and pencil set, which can be had by sending $1 and a packaging seal from an economy size package of Reynolds Wrap.

McAlevey Joins Fiorino

Jerome McAlevey has joined Vince J. Fiorino & Associates, Hollywood, Fla., as an account executive in the agency's West Palm Beach, Fla., office. Mr. McAlevey previously was with Charles W. Hoyt Co., Miami.

Ruddy Moves Headquarters

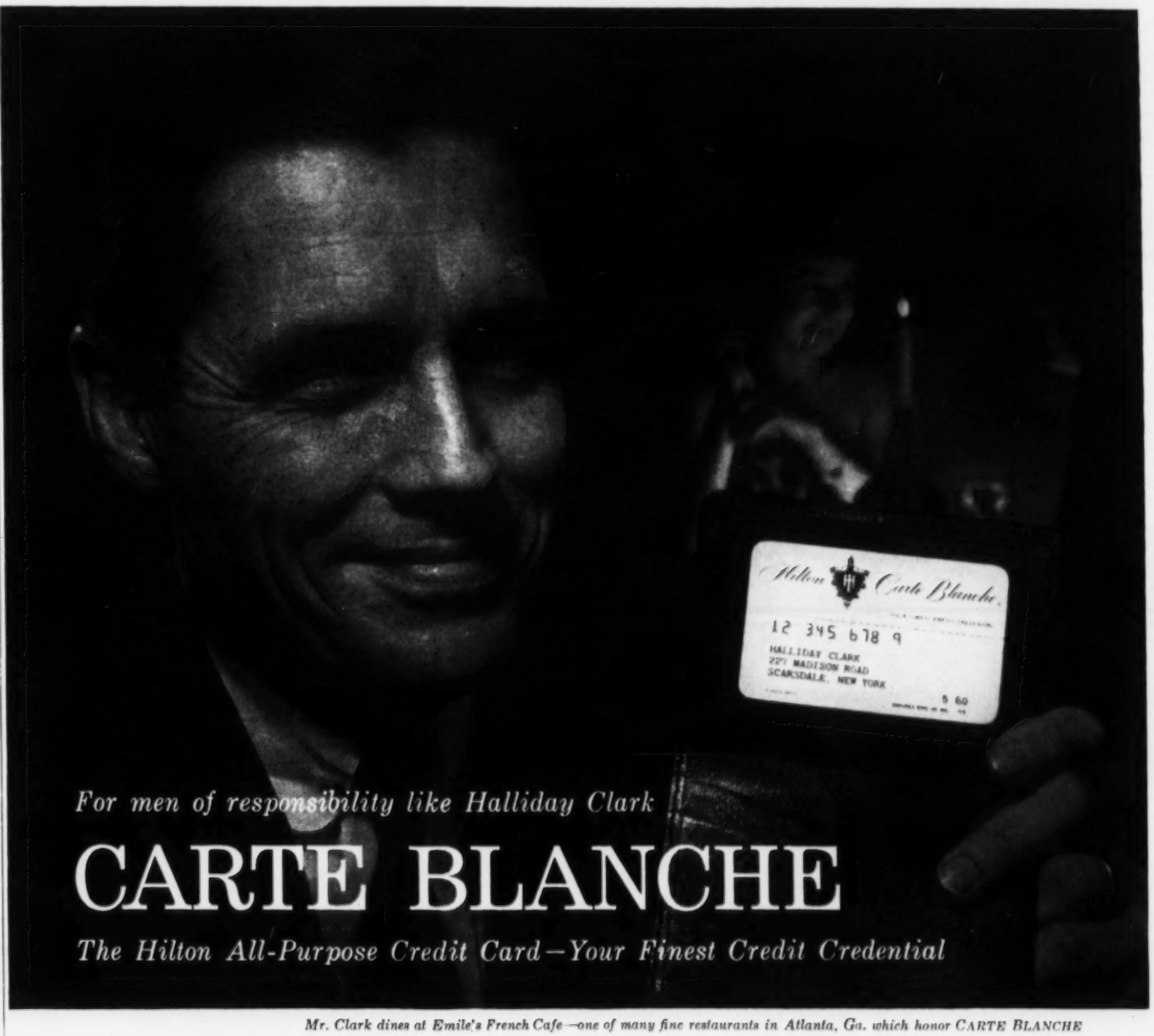
E. L. Ruddy Co., Canadian outdoor company, has moved its Toronto headquarters to 1505 The Queensway. The move will enable the company to place all office and shop facilities under one roof.

STAGE COACH & HORSES AVAILABLE TO RENT

Western Model Concord Stage — 4 Palomino Horses

For all types of promotions: openings, fairs, parades. Also other early American horse-drawn vehicles. For complete information and rates, write to:

COWBOYTOWN — Dorsey, Maryland



For men of responsibility like Halliday Clark

CARTE BLANCHE

The Hilton All-Purpose Credit Card—Your Finest Credit Credential

Mr. Clark dines at Emile's French Cafe—one of many fine restaurants in Atlanta, Ga. which honor CARTE BLANCHE

Halliday Clark, director of specialty sales for the Yale & Towne Mfg. Co., takes his established credit reputation with him wherever he travels. He carries CARTE BLANCHE*—the all-purpose credit card reserved for men of responsibility. With CARTE BLANCHE, he can charge:

Hotel and motel accommodations around the world

Meals in quality restaurants and supper clubs

Gasoline and other car needs at 32,000 Mobil Dealers from coast to coast

Car rentals through Hertz Rent A Car offices everywhere

Purchases in fine retail and specialty stores

And many other services, including check-cashing privileges in hotels

All the fine establishments at which CARTE BLANCHE is honored—and honors you—are listed in the CARTE BLANCHE Directory, sent to all members. The Directory also lists the 55 offices of the Carte Blanche Reservation Service, where a single call gives you immediate confirmation of your reservation at Hilton and other selected hotels anywhere in the world.

Here is a truly comprehensive all-purpose credit card. But more than that, it is a credit *credential*, certifying as no ordinary card can that you are a man of responsibility, of superior credit standing. Today, one million men of responsibility hold CARTE BLANCHE. You are invited to join them. * *Trademark*

Send for your application today. Simply fill in the coupon and mail. There is no charge for CARTE BLANCHE when it is used only for Hilton Hotels services. When you decide to use it outside of Hilton Hotels, then the annual fee is $6.

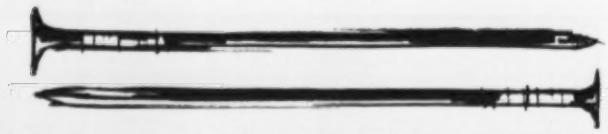
CARTE BLANCHE
8544 Sunset Boulevard, Dept. A-33
Los Angeles 46, California

Please send me an application for CARTE BLANCHE.

Name _____

Address _____

City _____ Zone ____ State _____



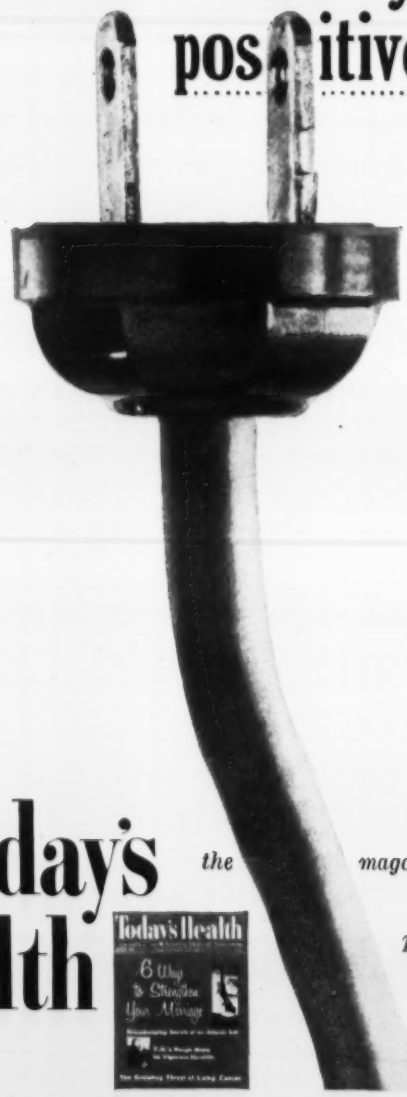
***If you want to sell more* building materials,** go where every page is full of ideas that sell: Better Homes & Gardens, the family *idea* magazine. BH&G has innumerable ideas that sell building materials. The editors of Better Homes & Gardens devote more space to building than any other major magazine. Does it work? One out of five BH&G readers live where more than $100 was spent for building materials during a recent year—nearly double the non-reader rate!

During the year 1/3 of America reads **Better Homes and Gardens** *. . . the family idea magazine*

16.1% growth in linage in '58 More and more advertisers are using health appeals to sell merchandise. Most general monthlies declined in 1958, but the *NEW* TODAY'S HEALTH surged up—16.1%—fifth largest gain recorded among general magazines listed.* And we show a 9.4% linage growth through April, 1959, over the same period in 1958. ■ More consumers know *it's smart to be healthy!* ■ May issue of TODAY'S HEALTH will deliver 125,000 copies over our guarantee! This whopping bonus brings cost per thousand down to $2.80. ■ Advertising vitality—circulation vigor—reflect the *NEW* TODAY'S HEALTH—a new editor—a new editorial approach to health that is positive—pleasant—powerful!

*Printer's Ink, December 19, 1958

strictly positive



THE NEW **Today's Health** *the magazine that features positive living for the American family*

Today's Health is published by the American Medical Association, 535 N. Dearborn St., Chicago 10, Illinois, WHitehall 4-1500; 475 Fifth Ave., New York 17, New York, ORegon 9-9383; Whaley-Simpson Company, 6608 Selma Ave., Los Angeles 28, California, HOllywood 3-7157; 700 Montgomery St., San Francisco 11, California, SUtter 1-4583.

AVE ATQUE AND ALL THAT—*Foster & Kleiser is endearing itself to high school Latin teachers in San Francisco with painted bulletins like this one in Latin. The bulletins call agency attention to premium outdoor advertising space. Each features the life-size painters in comic poses. This poster, according to Foster & Kleiser's official translation, says "Let Outdoor Advertising Be Your Guide to Better Products."*

Allmayer, Fox Gains One, Promotes Callahan to A.E.

Mars Oil Co., St. Louis, has appointed Allmayer, Fox & Reshkin, Kansas City, Mo., to handle its advertising—primarily spot radio, newspapers and outdoor posters. Robert F. Jardes is the account executive; S. Jerome Reshkin is the account supervisor.

The agency, meanwhile, has promoted Frank Callahan, formerly the agency's merchandising director, to account executive on the Wish-Bone salad dressing account. Rod D. Frazier, formerly sales and ad manager of Centron Film Corp., has been appointed merchandising director.

Ask for Two Outdoor Signs on New San Francisco Freeway

San Francisco's outdoor advertising has dropped from 11 to two the number of outdoor advertising signs it wants to retain along the city's new Embarcadero Freeway. Both city and state officials indicated the compromise offer would be acceptable and would permit early passage of an ordinance governing placement of outdoor advertising signboards.

Ferree Heads K&E in Toronto

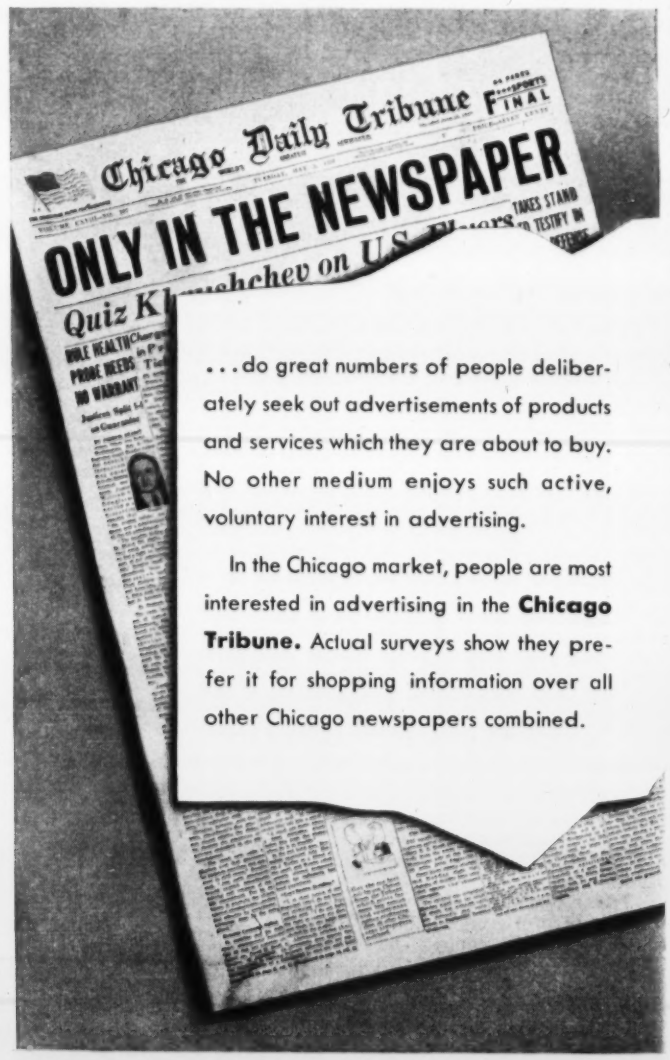
E. B. Ferree, vp and creative supervisor of Kenyon & Eckhardt, New York, has been named manager of K&E's Toronto office as well as vp of the agency's Canadian operation. He succeeds George B. Macgillivary, who resigned as vp and director of Canadian operations to become publisher of the *Times Journal*, Fort Williams, Ont.

Stephenson Gains One

C-B Southern Inc., packaged compressor manufacturing subsidiary of Cooper-Bessemer Corp., Mt. Vernon, O., has named Clay Stephenson Associates, Dallas, to handle its advertising.

Fein & Schwerin Adds Account

The Certified Service Club, Philadelphia, central office for various services and repairs, has appointed Fein & Schwerin, Philadelphia, to handle its advertising.


Chicago Daily Tribune
FINAL
ONLY IN THE NEWSPAPER
. . . do great numbers of people deliberately seek out advertisements of products and services which they are about to buy. No other medium enjoys such active, voluntary interest in advertising.
In the Chicago market, people are most interested in advertising in the Chicago Tribune. Actual surveys show they prefer it for shopping information over all other Chicago newspapers combined.

A. Howard Fuller, President of Fuller Brush, Dies in Crash

HAWTHORNE, NEV., May 12—A. Howard Fuller, 46, president of Fuller Brush Co., Hartford, Conn., and his wife, Dora, were killed near here in an automobile accident May 9. Mr. and Mrs. Fuller were enroute east from California when the Mercedes sports car driven by Mr. Fuller blew a tire and catapulted off the highway near Hawthorne. Mr. Fuller was killed instantly, and Mrs. Fuller died on the way to the hospital.

Mr. Fuller, son of Alfred C. Fuller, founder and board chairman of Fuller Brush Co., was born in Hartford. He studied economics at Duke and Harvard universities and joined his father's company in 1936 as a salesman. Later he transferred to the production department. He was made assistant secretary to the company in 1937, vp in 1938, and was elected president in 1943.

▪ In addition to being an automobile enthusiast, Mr. Fuller was well known as a yachtsman and had been a frequent participant in the Bermuda yacht races. He was a member of the Connecticut Manufacturers Assn. and of the Young Presidents Club. He is survived by his father; a son, Alfred Carl, 16; two younger daughters, Cynthia and Daphne, and a brother, Avard E. Fuller, vp of the company.

CLARK M. AGNEW

NORWALK, CONN., May 12—Clark M. Agnew, 53, president of Clark M. Agnew & Co., New York tv producer and consultant, died in Norwalk Hospital May 2. He was stricken with a cerebral hemorrhage in Bradenton, Fla., April 2 and had been hospitalized here since April 27.

A graduate illustrator of the Chicago Art Institute, Mr. Agnew's illustrations appeared as editorial matter in national publications from 1927 through 1943 when he entered the advertising field. While executive producer with Lennen & Newell, New York, he developed the well-known Old Gold dancing packages ads and the Muriel cigar commercials. He was creative director of Donahue & Coe before founding his own business in 1956.

Mr. Agnew was co-author, with Niel O'Brien, of "Television Advertising," a text book on that subject.

LOUIS B. COSTELLO

LEWISTON, ME., May 12—Louis B. Costello, 81, president of the *Lewiston Daily Sun* and *Evening Journal*, died here May 6.

Following his graduation from Bates College in 1898, Mr. Costello became business manager of the morning *Sun*. In 1926 he was elected treasurer and general manager of the corporation publishing the *Sun* and the *Journal* and was named president in 1945.

Mr. Costello was a past president of the Maine Daily Newspaper Publishers Assn. and a member of the American Newspaper Publishers Assn.

DEVAN H. DUMAS

HOUSTON, May 12—Devan H. Dumas, 55, for ten years retail ad manager of the *Houston Chronicle*, died in his sleep May 5.

A native of Mobile, Ala., Mr. Dumas was graduated from the Alabama Polytechnic Institute and entered the ad business on the ad staff of the *Mobile Press-Register*. He joined the *Chronicle* as a space salesman in 1938 and had been with the paper ever since, excepting for Navy service during World War II.

Metcalf Gains Two

George T. Metcalf Co., Providence, R. I., has been named to handle the advertising and pr of North Atlantic Airways Inc., Beverly, Mass., sales agent for Cessna aircraft, and William H. Burrows, Providence agent for Massachusetts Mutual Life Insurance Co., Springfield, Mass. J. Walter Thompson Co. is the agency for Massachusetts Mutual.

'Bee' Dailies Promote Two

Carter Roberson has been promoted to national advertising manager of the *Fresno Bee*, a McClatchy newspaper. Mr. Roberson joined the national advertising staff of the *Bee* in 1947. Joseph Klitz, a member of the classified and display advertising departments of the *Sacramento Bee* since 1936, has been named its retail advertising manager.

Clearasil Names Hayhurst

Clearasil Inc., White Plains, N.Y., marketer of Clearasil medication for pimples, has appointed F. H. Hayhurst Co., Toronto, as its first Canadian agency. The appointment is effective immediately for radio and tv and effective July 1 for print.

Two to Welch, McKenna

The investment house of Peters, Writer & Christensen, and Stokes Canning Co., which cans chili and other food products for distribution throughout the area, have retained Welch, McKenna Inc., Denver, to handle their advertising.

Ajax to Dreyfus & Gardner

Ajax Hardware Co., Los Angeles, has appointed Dreyfus & Gardner, Los Angeles, to handle its advertising. The company, which manufactures cabinet hardware, has international distribution.

Dodson Joins Gamble Agency

William S. Dodson, formerly radio-tv director of the Allan Jack Lewis Agency, Washington, D. C., has joined Robert M. Gamble Jr. Inc., also of Washington, in a similar capacity.

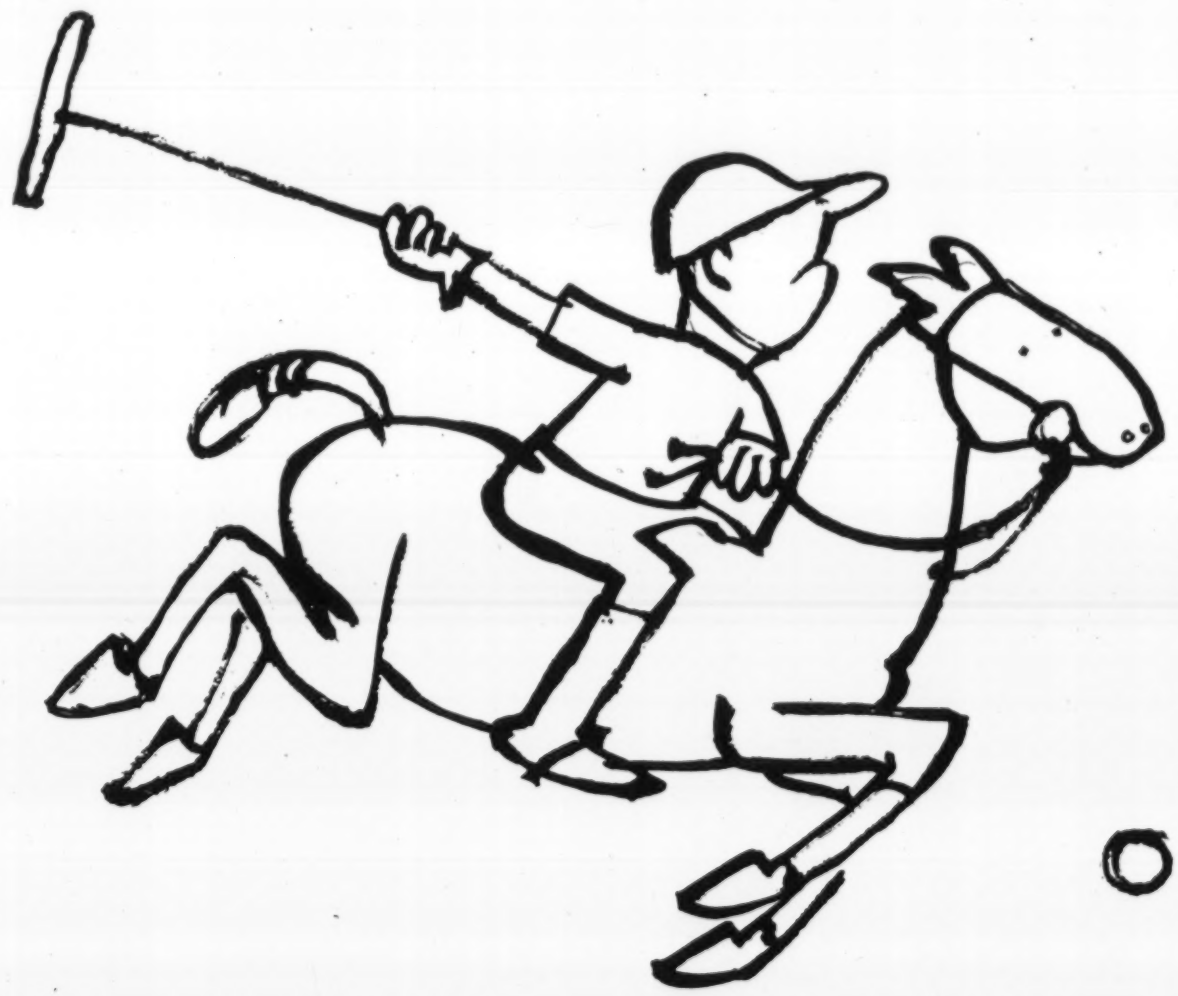
Gross & Roberts Adds One

Gross & Roberts, San Francisco, has been appointed to direct advertising for Home Federal Savings & Loan Assn., San Francisco.

Broyhill Names Adams-Allison

The Adams-Allison Co., Atlanta, has been named as agency for the Premier division of Broyhill Furniture Factories, Lenoir, N. C.

PHOTOSTAT USERS!!!
Cut your costs 70%
with exclusive Magi-Copy Process
Low as 7¢ a copy . . . No machine to buy . . . we do it all . . . Same day service . . . Free price list and samples.
MAGI-COPY (Dept. Alfred Messner Co.)
108 W. Lake St., Chicago 1, FRa 2-8600



One 10-goal man doesn't make a team...

Like the polo team, building today also takes four players. But one star performer doesn't make a building. In this era of research into new ways of building, of new products and improved mechanical equipment, the architect needs the help of the engineer and contractor. And more than that, he needs the understanding and approval of the client. So do you.

All buildings *start* with the client. Since he, in essence, is "buying" a building which his company or organization needs, he is directly involved in its financing, design, construction—or expansion and modernization.

As the building market continues to grow, so, too, will the number of building clients grow. And FORUM is the *only* magazine that has clients. In fact, FORUM is the *only* magazine whose growth keeps pace with the building industry itself.

With the biggest circulation in the field—60,000—FORUM *alone* is edited for and read by the kind of building customers you must reach and influence. Just how important are they in building decisions? Here's one indication:

Of FORUM's 21,000 client subscribers,
89% are concerned with building matters within their companies, and 63% of these companies are planning new building projects in the next two years.*

Only FORUM
makes this goal:

FORUM DELIVERS THE ENTIRE SPECIFYING AND BUYING POWER OF THE BUILDING MARKET.

*Source: The new FORUM Census, "Portrait of the Building Client." Write for a copy. 9 Rockefeller Plaza, New York 20, New York.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Counters AA Editorial Charge of 'Naivete,' Says Writer Showed Evidence of Prejudice

To the Editor: My thanks to ADVERTISING AGE for its editorial "Statistical Naivete" (April 20), which refers to my article "Have We a Decline in Advertising Appropriations," *Journal of Marketing*, April, 1959. It underlines the danger of unsophisticated interpretation of statistical data and the importance of familiarity with the basis of such figures. I suggest that my statements regarding advertising expenditures as a per cent of national income are substantially correct, however, and that the editor was naive in not recognizing the significance of the fact that the ratios are derived from two long run time series. . .

In comparing these two sets of time series, I was using two sets of data, each of which had been developed on a consistent basis and whose relationship from year to year should also indicate the direction and degree of change in a meaningful manner.

After making these investigations my conclusion was that the data was suitable for the purpose to which it was put and that the sophisticated reader would recognize the fact. . .

■ To be quite frank, however, I was not so much disturbed by the allegation of naivete as by the evidence of prejudice and biased reading which your editorial writer displayed. For example:

". . . his (Myers') apparent conclusion that advertising is a less important element of economic life in the United States now than it was at various times in the past seems to fly in the face of plain old fashioned common sense."

This statement is incorrect in that I did *not* say that advertising is a less important element in the economic life of the United States. I did observe [that] ". . . advertising expenditures in relation to national income have declined to around two-thirds of the level of the 1920s. Yet at the same time the physical volume of advertising per capita *has expanded* to over two-and-one-half times the level of the 1920s."

Now I ask you, does this statement convey the meaning attributed to my article by your editorial? To me it implies the opposite—*i.e.*, considerably *more* advertising exposure *per capita* than before.

Finally, I suggest that reliance upon "good old fashioned common sense" is fine if one *must* rely wholly upon intuition. But to me intuition is a factor which properly comes into play only *after* a hard objective investigation of the available quantitative data. Even then I prefer trained sense to the common sense or the biased sense of the prejudiced observer.

Kenneth H. Myers,
Chairman, Production Management Department, Northwestern University School of Business, Evanston, Ill.

Monk's Not Attacking 15% —Just Likes His Way

To the Editor: Your story on the Mid-America Industrial Advertising Conference (AA, April 20), in reporting the remarks of my boss, Howard Monk, contains a statement (on Page 185) that doesn't hold with the facts. I'd like to quote from a transcript of his remarks in an effort to set the record straight. But first—it should be made clear that neither Howard nor our agency are "opponents" of the 15% commission system. We've chosen to operate on a different basis for some 27 years but we aren't telling anyone else how to run his railroad. Now let's get to the specifics.

At the opening of his talk Howard said, "Now let me quickly assure you that my remarks this afternoon are not going to be an attack on the so-called commission system." And a little later, "I am sure that the 15% system has worked out happily and equitably in many cases. The sheer fact that it continues to be 'the' system gives substance to that statement."

After explaining the basic mechanics of our system, he further said: "There may be, as previously mentioned, many (if not a majority of) client-agency relationships that work harmoniously, productively, and equitably under the classic system. But, grave doubts on the satisfaction of the percentage system are begining to crop up in the industrial field where marketing in its total concept has outgrown many of the old practices—*including* agency compensation.

"However, we are not crusaders on the subject. American management men, thank goodness, have a choice. They can choose the compensation system they like."

Summing up, he said, "Perhaps we as an advertising industry shouldn't press for one system to be applied to all kinds of advertisers and individual situations. We may all be better off if advertisers and agencies get together in a working arrangement that is understood and acceptable *to both* in their specific circumstances. There is no reason why either party should be concerned whether or not it is exactly like every other arrangement."

Edwin L. Karpick,
Public Relations Director, Howard H. Monk & Associates, Rockford, Ill.

P. S. Please DON'T cancel my subscription to ADVERTISING AGE. This "ain't" a "mad" letter, I still want to read my copy at home every Monday.

• • •

Says Barbasol 'Mistake' Not Ubiquitous Subway Poster

To the Editor: Lester Leber is right (Voice, AA, May 4). He did see Barbasol advertised in the New York subways. However, he didn't see this product advertised on subway posters.

Subway posters are sold only by New York Subways Advertising Co. And we conduct a vigorous campaign to insure that all copy and art on subway posters and car cards meet the highest standards of good taste. Questionable ads, that may prove offensive to any segment of New York's huge and heterogeneous subway riding audience, are not accepted.

Often subway riders, like Mr. Leber, don't make a distinction between posters, car cards and other forms of advertising appearing in the subways. Subway posters are usually located on the walls of the station platforms or station mezzanines. Car cards are on view inside the subway cars. What Mr. Leber saw: a rectangular advertising panel, adjacent to a clock suspended from the station ceiling. We do not sell, and obviously have no control over this type of subway advertising.

I did want Mr. Leber and your host of other readers to understand our policy. Mr. Leber's mistake is a compliment to the effectiveness of the ubiquitous subway poster . . . but in this particular case the censure belongs elsewhere.

Mark J. Elsis,
Advertising Promotion Manager, New York Subways Advertising Co., New York

• • •

It's Irony; Get It?

To the Editor: I sincerely hope AA has been guilty of quoting out of context in the account of the University of Missouri Conference in the April 20 issue. If not, Bryan Houston has given the most scurrilous indictment of advertising I have yet encountered.

Even if his premise that "advertising . . . is the most reliable and most believed form of communication" is correct—and few will agree that it is—his quoted conclusion is subject to the most serious reservation. The underlining is mine in his quoted statement: ". . . know that *within reasonable limits* the products advertised must bear *some relation* to the advertising which describes them."

This statement of the ethical standards of advertising when viewed from its delimiting expressions is so egregious it nearly defies comment. The fact that such a remark would come from a person of Mr. Houston's stature, and the same individual who made the thoughtful and well considered five-point warning, makes it even more alarming. I do hope that if his entire talk had been quoted that this remark would have been qualified considerably.

Ted Busch,
Public Relations Manager, The DoAll Co., Des Plaines, Ill.

Mr. Houston was quoted in context, although his irony may not have been clear. The paragraph that bothers Mr. Busch read as follows in full:

"People have long since learned too that the purchase of just one bottle of a particular cosmetic is not a completely certain guarantee for the snaring of a rich, young husband within the same week, that is. They do know, however, that within reasonable limits, the products advertised must bear some correlation to the advertising which describes them. This is a more stringent requirement than is normally put on any other form of writing except the obit column."

• • •

Suggests 'Debate in Print' on Circulation Problem

To the Editor: The letter from Bill Beard of ABP (AA, April 20) makes little sense.

There are definite advantages to both paid and controlled types of circulation—not forgetting the relatively few publications which straddle the barrier and provide both types of circulation.

There has been a lot of discussion (perhaps fighting or argument would be a better word) about the relative merits of paid vs. controlled circulation.

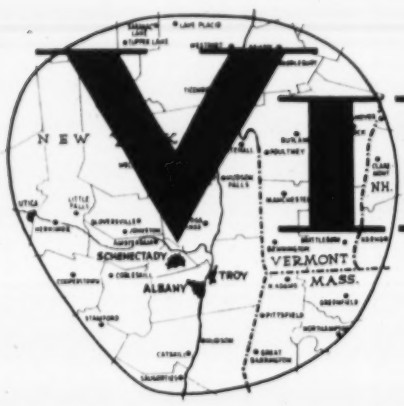
To help resolve this problem, or at least bring it out into the open for free discussion, would it be feasible for AA to run some kind of a "debate in print" which would

New Hookup?

To the Editor: Got something of a start when I noticed the enclosed ads juxtaposed as they were at the third cover and facing page in the May *Ladies' Home Journal*.

Hadn't read anywhere about (a) an Avon-AT&T merger, or (b) that "Avon calling" had anything to do with Bell Telephone.

E. L. Deckinger,
Grey Advertising Agency, New York.



VIP....Very Important Perimeter

The $3 BILLION GOLDEN CIRCLE

ALBANY — SCHENECTADY — TROY

Covers 550,000 Television Homes . . . 33 Counties in 4 States! WAST-TV, the new VHF station, gives you greater, new coverage of a rich, $3 billion market in eastern New York State, western Massachusetts, Vermont and New Hampshire.

The "Golden Circle" has a consumer spendable income of $3,495,571,000. Contributing to this figure are:

Retail Sales	$2,379,670.000
Food Sales	615,678,000
Home Furnishings Sales	152,290,000
Apparel Sales	161,191,000
Drug Store Sales	72,532,000

CHANNEL 13

abc

WAST

ALBANY, N. Y.

WAST-TV gives you exclusive ABC Network shows for most of its coverage area . . . plus a matchless million dollar film package offering films from Warner Bros., MGM, Paramount and NTA. Write, wire or phone for choice availabilities.

Represented by

VENARD, RINTOUL & McCONNELL, Inc.

enable both types of publishers to advance their philosophies? Just for fun, you might devote two columns to one side of the story, two columns to the other side of the story and a single column for comment by a board of judges who would comment upon the validity of the two arguments.

In so doing, you would get a lot of good arguments started, and you might even accomplish something constructive.

W. F. Randolph,
Randolph Associates, Wellesley, Mass.

• • •

McGraw-Hill Corrects '58 Ad Expenditure Figures

To the Editor: In the April 13 issue of ADVERTISING AGE, you listed the 1958 expenditures in business publications made by 100 leading advertisers. I was delighted to see that McGraw-Hill ranked in tenth place among these advertisers.

In rechecking our own figures of 1958 expenditures, however, I have found that the amount shown was considerably on the optimistic side. The actual amount we invested in advertising space in business publications (the advertising trade press) totalled about $890,000. This was a slight increase over 1957.

Walter Persson,
Promotion Manager, McGraw-Hill Publishing Co., New York.

Associated Business Publications reported McGraw-Hill expenditures at $1,600,000. The $890,000 figure reported by Mr. Persson would rank McGraw-Hill as 34th.

• • •

Ahead with the News: Ghana Isn't a Republic

To the Editor: The British Commonwealth is evolving rapidly but not quite as rapidly as ADVERTISING AGE seems to think. In your April 13 issue on Page 96 you refer to Johnson Publishing Co. starting a new publication in the "new African Republic of Ghana," and again in the Rough Proofs column on your editorial page of April 20 there is a similar reference.

There is, of course, no such country as the Republic of Ghana. The new independent self-governing nation, which was the Gold Coast, is still a kingdom within the British Commonwealth and Her Majesty, Queen Elizabeth II, still reigns as Queen of Ghana. The Prime Minister of Ghana indicated his intention of establishing a republic after the forthcoming royal visit, but let us not report the news before it occurs.

Ghana is not a republic yet!

Charles O. McHale,
Dominion Rubber Co. Ltd., Montreal.

• • •

Only Major Account Changes Reported, April 27 Issue

To the Editor: In your compilation of account changes and new appointments for the first quarter of 1959 (AA, April 27), you credited us with the acquisition of only one account—The Readers' Subscription Book Club.

Actually, during this period, we also added the Standard Camera Corp.; Britannica Press, a division of the Encyclopaedia Britannica; and Galaxy Models Inc.

Since opening our agency in September, 1958—incidentally—we have been favored by the appointment of 21 advertisers.

In closing, may I add my voice to that of so many other advertising men who regard ADVERTISING AGE as the most interesting and informative publication in its field.

Harry D. Kline,
Vice-President, Wunderman, Ricotta & Kline, New York.

The compilation was not intended to be complete. Only major account changes were reported.

• • •

McCann Declined

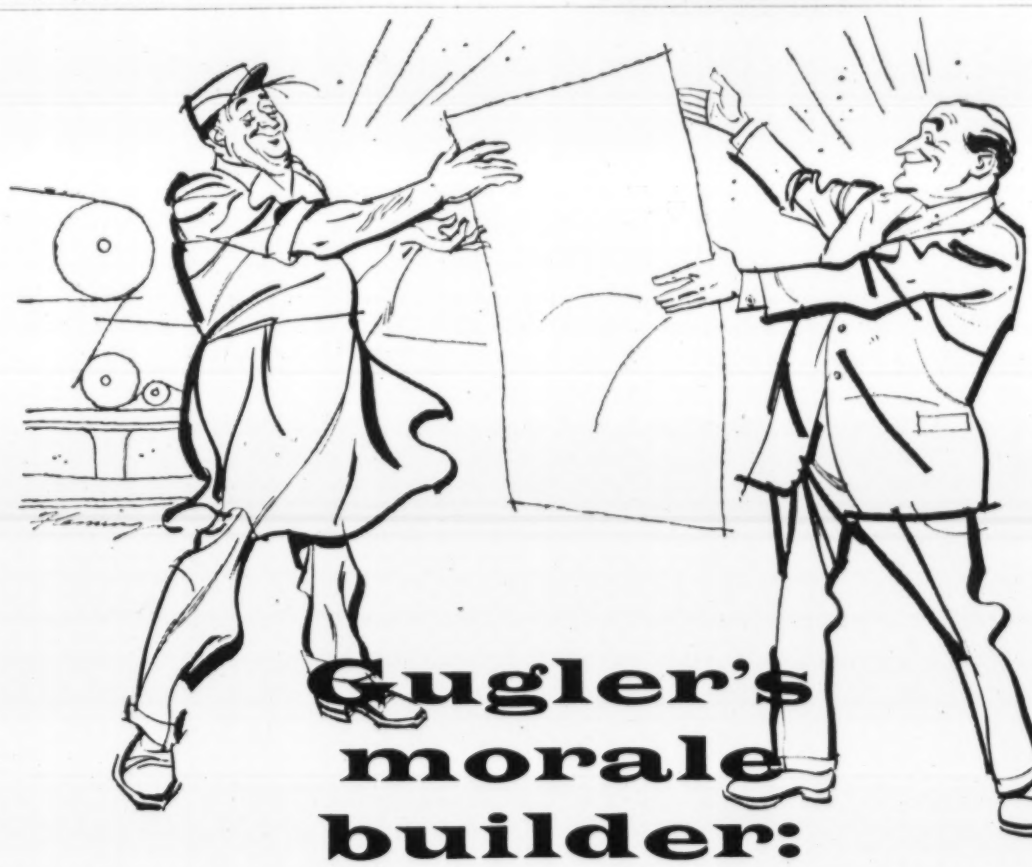
To the Editor: Last week's story (AA, May 11) on the Borg-Warner corporate account shift from J. Walter Thompson Co. to Clinton E. Frank Inc. named McCann-Erickson as one of the "six finalists." With all due respect to your usually reliable reporting, this is to remind you that Borg-Warner competes in several areas with our good client Westinghouse Electric Corp.; as a result we did not solicit the Borg-Warner account.

C. L. Posey,
General Manager, McCann-Erickson, Chicago.

AA erred in naming McCann as one of the six finalists for the account. McCann was invited by Borg-Warner to bid for the corporate account, but declined because of its Westinghouse affiliation.

If you want to sell more **appliances,** go where every page is full of ideas that sell: Better Homes & Gardens, the family *idea* magazine. If you want to make a sale there's nothing so powerful as an idea. And it's impossible to go through any issue of BH&G without finding scores of ideas that sell appliances. One out of every four BH&G readers lives where a small appliance was bought during a single year—43% above the non-reader average!

During the year 1/3 of America reads **Better Homes and Gardens** *... the family idea magazine*



Gugler's morale builder: PRIDEMANSHIP

A fine craftsman can be trained only one way — by setting the highest possible standards of performance . . . and making them stick. At Gugler, no technician is ever asked to produce a "commercial grade" of work. He wouldn't know how, and we're not interested in teaching him.

This rigid standard of performance is an important reason why, Gugler's customer list contains so many "blue chip" advertisers. Time after time, job after job, they receive uniformly high, intelligently-interpreted reproduction of their artwork.

You're paying for first quality, why not get it — from Gugler. Consult your local Gugler representative on your *next* job.

Gugler LITHOGRAPHIC CO.

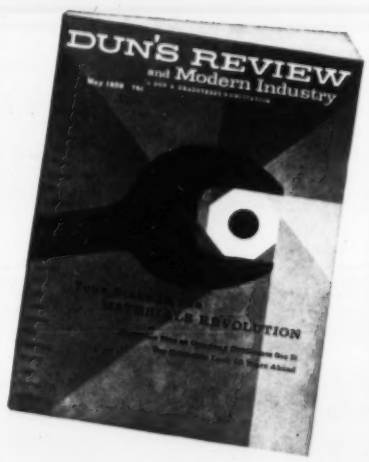
1339 NORTH MILWAUKEE STREET, MILWAUKEE, WISCONSIN

Sales Offices: New York • Chicago • Seattle • San Francisco • Los Angeles • St. Louis • Atlanta • Detroit • Houston • Tulsa

today as never before...

to influence business decisions

advertise in the magazine edited for the age of the manager



Today as never before sound planning and operation are vital to the profits of a business.

In an era when growth and diversification put extraordinary pressure on management, DUN'S REVIEW and Modern Industry stimulates its management readers to adopt the new and successful techniques and products which will help them manage their businesses better.

The strictly business climate of DUN'S REVIEW is the reason — month after month — more advertisers are investing more advertising dollars in this magazine of business management.

DUN'S REVIEW
and Modern Industry
The magazine of Presidents
...and men who are going to be!
ABC

Congress Eyes U.S. Activity in Market Research

Agriculture Studies Are Seen Infringing on Some Private Research Areas

By Stanley E. Cohen
Washington Editor

WASHINGTON, May 12—How much of the public's money should the Department of Agriculture spend to tell food and fiber producers how to market and advertise their products?

That question has been bothering the House appropriations committee this spring as the agriculture marketing service moves ahead with marketing research programs, which become more comprehensive and elaborate with each passing year.

It is also a question of direct personal importance to advertising and marketing research agencies, which must beat the bushes for clients. For in some instances, the Department of Agriculture is giving away the same kinds of research that private organizations are interested in selling.

Of the more than $38,000,000 which the department spends annually for marketing services and market research, only a few thousands are for competitive projects like consumer preference studies, or research on promotion techniques.

▪ But this work seems to be growing. And it becomes more and more conspicuous as "blue chip" names among the producer groups queue up for a chance to solicit the government's participation in the analysis of their marketing problems.

The issue has become particularly sharp at this time because many members of Congress feel that marketing studies are diverting funds from "more productive" forms of research, such as the development of new products.

Other members favor marketing research aimed at highlighting waste in the system of food distribution, but they draw a line at consumer preference studies which might easily be financed and conducted by private groups.

When departmental officials were before the House appropriations committee last month the dispute came into the open, as Rep. James Whitten (D., Miss.), chairman of the subcommittee handling the agriculture budget, requested a complete list of consumer preference surveys conducted by the department in the past three years.

▪ Although he was assured that no survey was undertaken unless there was likelihood that industry groups would follow up and use the work to improve their own merchandising and selling, Rep. Whitten held his ground.

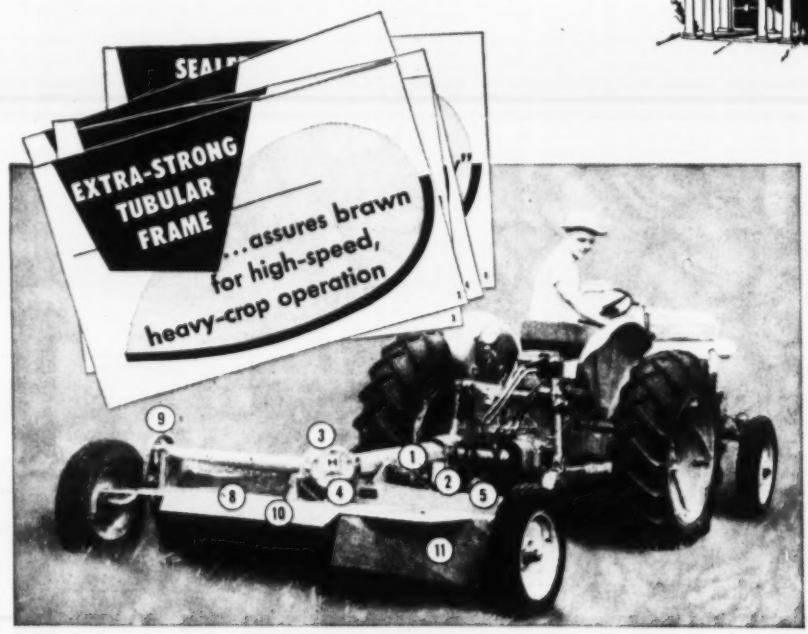
"I know that you do not have anything that someone has not requested," he assured the witnesses. "But certain folks that are giving you support are facing up to where it would be better to spend the money."

▪ In Sacramento and Cleveland, the test cities, the Agriculture Department spent a total of $32,000 to measure and evaluate the effectiveness of the promotion and to publish a report which suggests how advertising can be used to build lamb sales, at least for the short run period.

To justify this kind of activity, the Agriculture Department points out that distribution costs account for almost one-third of the more than $50 billion a year which consumers spend for food products alone. Improved distribution techniques might save millions for consumers, the department says, and might increase the farmer's share of the food dollar, which now amounts to less than 40¢.

In supporting agricultural research, Congress is mindful of

From the House of Ideas...



IDEAS THAT SELL... at the point-of-sale

IMMEDIATE FEATURE IDENTIFICATION

Pressure-sensitive, self-stik Mystik® plaques pin-point sales features for International Harvester equipment. Dealers get a complete booklet of plaques, including a numbered photograph that indicates exactly where they are to be placed. All the information is right at hand. For display ideas to sell *your* product more effectively, call or write Chicago Show, 2635 N. Kildare, Chicago 39, SPaulding 2-1600.

CHICAGO SHOW
PRINTING COMPANY
CHICAGO • NEW YORK
and other principal cities

Desirable territories available for experienced men. Write for details.

Trademark Mystik Registered

important contributions which the department has made toward building markets or cutting farm costs in the past.

It pioneered, for example, in the development of concentrated frozen orange juice. And it is constantly at work looking for palatable products which can be made from surplus commodities like potatoes, peanuts and rice.

▪ Currently, for example, the workload includes $10,000 toward a report on consumer acceptance of artificially sweetened grapefruit juice, for Florida Citrus Commission; $20,000 on a study with American Dairy Assn. which is expected to show that it is feasible to expand sales of cultured sour cream; a $75,000 survey on how homemakers feel about eggs; and $90,000 to report on mothers' preferences among selected items of children's clothing.

In the list submitted to Rep. Whitten, the outstanding beneficiaries were the Cotton Council and the Wool Bureau. In fiscal year 1958, they appear as sponsors for a study of men's preferences of selected clothing items, which took $90,000 of the department's money. For fiscal year 1959, they were down for a study of consumer preferences for selected household furnishings, costing $80,000. This year these two associations, with American Cotton Manufacturers Institute, are listed as agencies requesting a study of mothers' fabric preferences among selected items of children's clothing, priced at $90,000.

▪ Some market research organizations must inevitably have mixed emotions toward the department's work in the consumer preference study field. Because the department often hires private research organizations to carry out portions of its projects, it becomes a client as well as a competitor.

For example, for the nationwide study of consumer attitudes toward citrus products, avocados, dates and raisins, a $57,500 contract was let to a private organization. The three projects for American Cotton Council and Wool Bureau involved three contracts, totaling nearly $223,000. #

Oklahoma May Permit National Liquor Ads

Oklahoma may permit national liquor advertising but not retail liquor advertising, the American Newspaper Publishers Assn. reports. The Oklahoma constitutional amendment referendum on April 7 included a provision to prohibit all advertising of the sale of alcoholic beverages. On recommendation of the Oklahoma Press Assn., the revenue and taxation committee of the state house of representatives defined "the sale of" as retail advertising. If this committee action remains in the pending bill, and it is passed by the legislature and signed by the governor, newspapers will be able to carry national or brand name advertising.

Sullivan Elected President

Donald D. Sullivan, vp and general manager of WNAX, Yankton, S.D., radio station, has been elected president of the South Dakota Broadcasters' Assn. Other officers elected are Bill Johnson, KYNT, Yankton, vp, and Edward (Jim) Slack, KUSD, Vermillion, secretary-treasurer. Helen Duhamel, KOTA and KOTA-TV, Rapid City, was named to the board.

Branham Transfers Maggiore

Robert Maggiore, who has been in the Chicago office of Branham Co. for the past 12 years, has been transferred to the company's Los Angeles office as a sales representative. Norman E. Noyes is manager of the Los Angeles office.

Campbell-Ewald Boosts Two

Campbell-Ewald Co., Detroit, has named John W. Clason, formerly account executive on Firestone passenger car tires, to account supervisor on the Firestone account. Succeeding him on the passenger car tire segment is John Van Dusen. Both will report to Walter W. Selover, agency vp who is group supervisor on the Firestone account.

Jackson Joins Knollin

Joseph Hayes Jackson has joined Knollin Advertising Agency, San Francisco, as account supervisor and chairman of the plans board. He formerly was a vp of Evans, McClure & Associates, San Francisco.

Heller Joins 'Look'

Joseph Heller, formerly with *Time*, has joined *Look* as a copywriter.

530,000 READERS
OF THE
New York Journal-American
ARE IN HOME-OWNING FAMILIES
...130,000 more than the second evening paper

From N. Y. Daily News "Profile of the Millions" 1958

Mr. Spivak speaking to Mr. Mikoyan

Mr. Mikoyan meets the press

Makes news in New York ...beats a deadline in London

On Sunday, January 18, Anastas I. Mikoyan, Soviet diplomat, was a guest on National Broadcasting Company's popular "Meet the Press" TV program in New York 6:00-7:00 P.M. A film version was made for British Broadcasting Co. which planned to show it over the British network two days later.

Right after the New York telecast, with the cooperation of NBC International, the film was rushed to Idlewild by Emery and shipped out on BOAC's new Comet jet at 9:00 P.M. that evening. Emery met the shipment at London Airport and, just nine hours after the film left New York, delivered it to BBC in London for televising on Monday, a day ahead of scheduled showing.

Only Emery gives you pickup 24 hours a day...first flight out departures ...and seeing your shipment through all the way. Emery's coordinated air and ground handling operations make the most out of jet air speed ... *at competitive prices too.* This is why NBC also makes hundreds of *domestic* shipments every month via Emery.

Find out how Emery can help you. Call or write us. We have offices in all major cities.

EMERY AIR FREIGHT CORPORATION

General Offices: 801 Second Avenue, New York 17 • Domestic and International Service

watch
WATCH THE WOMEN GO BUY...
the
WATCH THE WOMEN GO BUY...
women
WATCH THE WOMEN GO BUY...
go
WATCH THE WOMEN GO BUY...
BUY

Portland grocers watch the women go buy. They look for *buying* action. And they know they get it when they use the only advertising medium that's big as all Oregon . . . The Oregonian. That's why *The Oregonian leads in grocery advertising.*

How big is the Oregon grocery market? A half-billion dollars annually. That's double the Boston market, and triple Cincinnati!

The Oregonian
Portland, Oregon

Biggest advertising voice in the sales-rush state

Largest circulation newspaper in the Northwest • 233,856 Daily • 296,143 Sunday

MEMBER OF Represented Nationally by Moloney, Regan & Schmitt, Inc.

Schlitz Tops Milwaukee Art Directors Awards

MILWAUKEE, May 12—Best-of-show honor in the sixth annual Art Directors Club of Milwaukee competition for advertising and editorial art was awarded last week to Earl Oelstrom, creative director of the Jos. Schlitz Brewing Co.

The prize-winning entry was a pylon display produced in cooperation with Advertising Art Studios, Milwaukee, and Everbrite Plastics, Milwaukee. It took first in the display classification, also.

The presentation to Mr. Oelstrom and to other winners in the competition climaxed the art directors' annual awards banquet at the Jewish Community Center. All entries receiving first or merit awards will be on display at the Center through May 31.

■ The entries, created or produced by Wisconsin companies or individuals, were judged by Chester L. Posey, vp of McCann-Erickson; Franklin McMahon, nationally known designer, and Orvil Sheldon, art director of Foote, Cone & Belding. Firsts were not awarded in every classification.

WINNER—*Best-of-show title in the sixth annual competition of the Art Directors Club of Milwaukee went to this pylon display. With it is Earl Oelstrom (left), creative director of Jos. Schlitz Brewing Co., art director for the winning entry, and Ralph Janke, Advertising Art Studios, artist for it. Producer was Everbrite Plastics. The entry also won first award honor in displays.*

The winners, with art director, artist, advertiser and agency shown in that order, in the various classifications, were:

Consumer magazine ads, full color—First prize: Gordon Fisher, Appleton; Guisti, Chicago; Whiting-Plover Paper Co., Stevens Point; Brady Co., Appleton. Merit award: Fisher; Lioni, Chicago; Whiting-Plover, Brady Co.

Consumer magazine ads, less than full color—First: Don Frank, Appleton; A. Frasconi, Appleton; Ansul Chemical Co., Marinette; Brady Co. Merit: Fisher; Carl Regehr, Chicago; Whiting-Plover, Brady Co. Merit: Fisher; McNear, Chicago; Whiting-Plover; Brady Co.

Trade periodical ads, general—First: Frank; Jack Sery, Chicago; Central Paper Co., Menasha; Brady Co. Merit: Frank; Keith Green, Chicago; Better Papers; Brady Co.

Trade periodical ads, industrial—Merit: Ed Legard, Appleton; Steve Heiser Studios, Chicago; Four Wheel Drive Co., Clintonville; Brady Co.

Newspaper ads—Merit: Carolyn A. Hortvet, Milwaukee; T. A. Chapman Co., Milwaukee; *Milwaukee Journal.*

Small space ads—Merit: C. A. Mathisson, Milwaukee; Frank H. Bercker Studios, Milwaukee; Miller Brewing Co., Milwaukee; Mathisson & Associates.

Displays—First: Earl Oelstrom, Advertising Art Studios Inc.; Jos. Schlitz Brewing Co.; Everbrite Plastics; Merit: Earl Oelstrom, Advertising Art Studios; Schlitz; Forbes Litho Co., Milwaukee; Merit: Herbert Palaith, Milwaukee; Bercker Studios; Schlitz; Gugler Lithographing Co., Milwaukee.

Magazine covers, book jackets, record albums, menus—Merit: Bercker Studios; Friends of Art, Milwaukee; Inland Press, Milwaukee.

Direct mail, folders, broadsides, cards—First: Fisher Heiser, Chicago; Whiting-Plover; Brady Co. Merit: Frank, Frasconi Ansul, Brady Co. Merit: Fisher, Heiser, Brady Co.

Catalogs—Merit: E. F. Schmidt Co. (Ray Dennis, William McClellan), Milwaukee; Sweeney-Gruettner, Milwaukee, plus Advertising Art Studios and E. F. Schmidt; Hawley Products Co.; E. F. Schmidt.

House organs (or company magazine or section)—Merit: E. F. Schmidt Co. (Dennis, McClellan); Marshall Bailey, Milwaukee; E. F. Schmidt.

Stationery—Merit: Frank H. Bercker Studios, Frank H. Bercker Studios Ltd.; Delzer-Marlow.

Posters, car cards, calendars—Merit: Milt Geis, Milwaukee; CBS-WXIX, Milwaukee. Merit: E. F. Schmidt; Advertising Art Studios, E. F. Schmidt.

Typographic excellence, any media—First: V. Reiss, Milwaukee, Milwaukee Art Center.

Illustration, full color—Merit: S. W. Franc, Milwaukee; Advertising Art Studios, A. O. Smith Corp., Milwaukee; Klau-Van Pietersom-Dunlap, Milwaukee.

Illustration, less than full color—First: C. A. Mathisson; John McCormack, Chicago; Miller Brewing Co.; Mathisson & Associates.

Cover art—Merit: Frank H. Bercker, Miller Brewing Co.; Burton & Mayer, Chicago.

Poster and display art—Merit: Oelstrom, Advertising Art Studios (Herb Kane); Schlitz, Forbes Lithographing Co., Milwaukee.

Editorial art—First: Hermann Kessler, New York; Tom Rost, Milwaukee, *Field & Stream.* #

Ruder & Finn's Gross Income Hits $1,833,314 in '58

Ruder & Finn Inc., New York public relations company, has reported a gross income of $1,833,314 in 1958—a 38% increase over its 1957 income of $1,319,215. The company also announced that it had increased its New York staff to 91 persons at the end of last year.

Automatic Timing to Moore

Automatic Timing & Controls, King of Prussia, Pa., has appointed Moore & Co., Stamford, Conn., as its first advertising agency.

Mrs. Zacks Joins Rockmore

Henna Arond Zacks, formerly with Kresge-Newark department stores, has joined Rockmore Co., New York, as a copywriter.

From the House of Ideas...

IDEAS THAT SELL... at the point-of-sale

CHICAGO SHOW PRINTING COMPANY
CHICAGO • NEW YORK
and other principal cities

GRAPHIC SALES SIZZLER

A window, showing a sultry summer street scene, is built right into the display to spark sales of General Electric Air Conditioners. Fits neatly over two G-E units on their own metal display rack. Includes literature holder, paper window trim and other in-store materials to complete the selling package. For sizzling display pieces or complete point-of-sale packages, write or call, Chicago Show, 2635 N. Kildare, Chicago 39 • SPaulding 2-1600.

Desirable territories available for experienced men. Write for details.

What every woman wants to know about her champion

SCHENLEY SERIES—*A new series of pen-and-ink drawings of sports champions in action by Anthony Ravielli, sports illustrator, will be used during spring and summer by the Schenley-I. W. Harper Distillers Co. in newspapers in major bourbon markets, plus Sports Illustrated. Batten, Barton, Durstine & Osborn is the agency.*

Ads Sway Teen Girls' Movie Choice Least: 'Seventeen'

NEW YORK, May 12—Teen-age girls pay least attention to ads when deciding what movie to see, according to a survey by *Seventeen*.

In a check of movie habits of 985 girls, the magazine found that print or broadcast advertising had little effect in influencing choice of pictures.

■ Of those surveyed, 18.1% said the type of picture (romance, musical, comedy, etc.) most influenced their choice of film; 16.7% based the decision on performers in the film, and 13.6% chose a certain picture because of "word of mouth" advertising by parents and friends. Combined newspaper, magazine, radio and tv advertising affected decisions of 11.8% of girls surveyed, the magazine said. #

Cloke Voted APRA President

H. Walton Cloke, coordinator of pr, Kaiser Industries Corp., Washington, has been elected president of the American Public Relations Assn., succeeding James L. Macwithy, assistant vp and pr director, Bristol-Myers Co., New York. Seven newly elected vps are Harvey Alexander, Ford Motor Co., Kansas City; Glenn E. Carter, Bank of America, Los Angeles; Walter Henshel, Braniff International Airways, Dallas; Richard Hooper, Radio Corp. of America, Camden, N. J.; Fred McDonald, Travelers Insurance Co., Hartford; Stuart G. Newman, Mandell-Newman Associates, Miami, and Clement J. Wyle, Wyle Associates, New York.

Polis Joins Shaller-Rubin

Charles Polis, formerly with Mogul, Lewin, Williams & Saylor, has joined Shaller-Rubin Co., New York, as associate art director.

Huber Names Wittner

J. M. Huber Corp.'s ink division has named Fred Wittner Co., New York, as its advertising and sales promotion agency for Dorr Rapi-Die Register, a mechanism for fastening dies to corrugated printer-slotter machines. Huber is exclusive sales agency for the new product. Wittner is also the agency for Huber's industrial products department and oil and gas division.

Two Join Kleppner Co.

Harry J. Brocke, formerly with H. B. Humphrey, Alley & Richards, and Arnold H. Needleman, formerly with Riedl & Freede, have joined the creative staff of the Kleppner Co.

Thiele Joins 'Redbook'

William H. Thiele has joined the Chicago advertising sales staff of *Redbook*. He formerly was with *American Home*.

ESSENTIAL IN FINE PRINTING

COLOR REGISTRY

IT WON'T EXCITE IF IT ISN'T RIGHT

you can be sure of this at CADILLAC

PRINTING & LITHOGRAPHING CORP.
812 West Van Buren Street • Chicago Illinois
PHONE TAylor 9-3380

"An alert appearance and good grades in marketing are fine, men — but if it's a job in the media department you're going after . . ."

BEST POSSIBLE GUIDANCE for an advertising campaign in any market is to steer it to the newspaper that reaches the solid market-that-matters. In Cincinnati, that's easy. For Solid Cincinnati reads the Cincinnati Enquirer. Has for years. Always will. No doubt about it . . . *you're* in *solid* in Cincinnati when you're in The Enquirer. The latest Top Ten Brands Survey confirms it. Ask The Enquirer's Research Department to show you.

MEMBERS OF ABC

Represented by Moloney, Regan & Schmitt, Inc.

New Mexico Broadcasters Elect

Ivan Head, station manager of KVSF, Santa Fe radio station, has been elected president of the New Mexico Broadcasters Assn. Other officers include Virgil Parker, KRSN, Los Alamos, vp, and Dave Button, KMIN, Grants, treasurer.

Thornblad Joins Smith, Winters

Sven Thornblad has joined the creative staff of Smith, Winters, Mabuchi, New York, as copy chief. He formerly owned his own agency, and before that he was a vp of Hicks & Greist, and copy chief at Brooke, Smith, French & Dorrance.

KLX Appoints Klein

M. H. Klein, formerly sales manager with radio station KFWB, Hollywood, has been appointed general manager of KLX, Oakland station recently purchased by Crowell-Collier Publishing Co.

Rahders Wilson Talpas Boden

CLIENT HONORS AGENCY—*The precedent-shattering occasion pictured is the presentation of a congratulatory scroll by a client, the refrigerated foods division of General Mills, to its agency, Knox Reeves Advertising, Minneapolis. The scroll is simply for the good work the client feels its agency has done for it. It was signed by Bob Talpas, marketing manager; Gordon Boden, advertising manager, and Jim Mitchell, advertising assistant, of the division. Howard Wilson, vp and account supervisor, and James Rahders, account executive, accepted the scroll.*

Garvey to Lennen & Newell

Edward J. Garvey, formerly director of the textile and home furnishings division of J. M. Mathes Inc., has joined Lennen & Newell, New York, as a vp and account supervisor. Nathaniel Miller has been appointed an industrial copywriter in L&N's Los Angeles office. He formerly was a copywriter with the Autonetics division of North American Aviation and Polarad Electronics Corp.

'Parents' ' Repeats Fun Book

Parents' Magazine will again publish a "Humpty Dumpty Christmas Fun Book" this year for stores to use as a giveaway for children. Initiated last year, the 16-page book features cutouts, games, puzzles, etc. It is distributed by one store per city, and the store's name is imprinted on the cover. Last year, almost 1,000,000 copies were distributed, *Parents'* reported.

New Consultant Group Formed

World Wide Information Services, business information and market research specialist, and Rogers, Slade & Hill, management consultant, both New York, have formed an affiliation to provide clients with services on marketing, research, cost reduction, product line improvement and executive recruitment.

Cyanamid Promotes Sarfaty

R. C. Sarfaty, formerly a sales representative for the process chemicals department of American Cyanamid Co., has been appointed assistant advertising manager of the company's industrial chemicals division, New York.

YOU CAN'T HIT EUGENE
BY AIMING FOR PORTLAND

Don't depend on ricochet response. Only one newspaper covers Oregon's 2nd market . . . the Eugene Register-Guard rings the cash register bell.

TAKE FOOD ADVERTISING . . .

Last year, more than 161,000 customers spent $48,973,000 in local food markets. The Register-Guard carried 1,456,155 lines of local food advertising . . . delivering to 9 out of 10 families in the city zone . . . 7 out of 10 in Lane County. The same picture is reflected in retail, drug and auto sales . . . the Register-Guard belongs on your firing line.

REPRESENTED NATIONALLY by SAWYER-FERGUSON-WALKER CO.

From the House of Ideas...

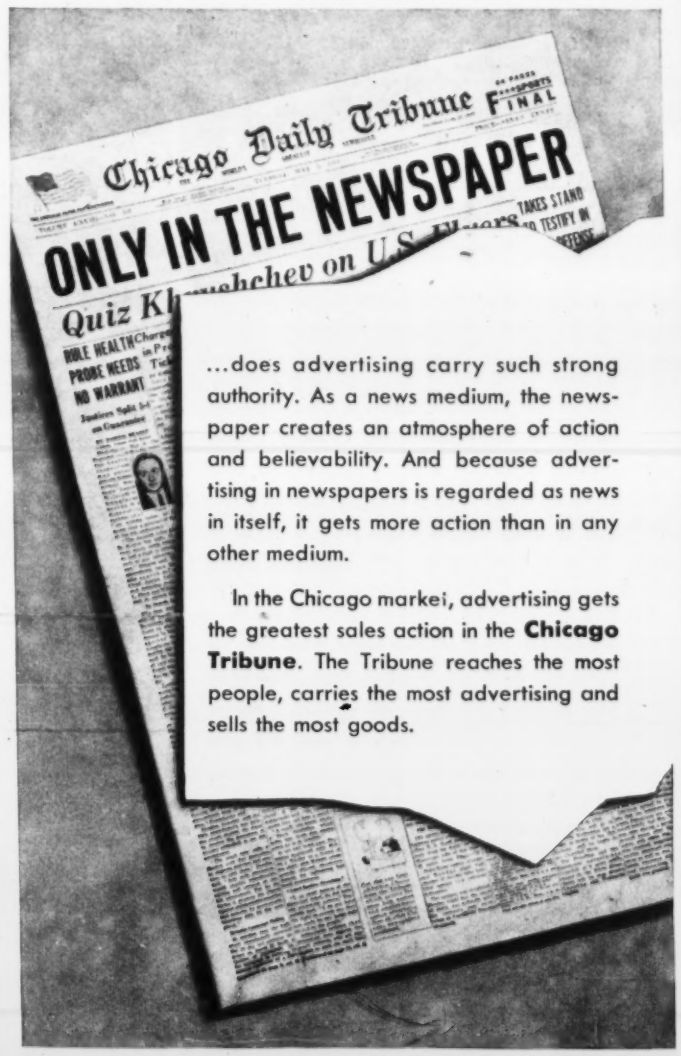
IDEAS THAT SELL... at the point-of-sale

CHICAGO SHOW PRINTING COMPANY
CHICAGO • NEW YORK
and other principal cities

COMPELLING . . . TELLING . . . SELLING

Here's a counter unit that does the whole job. A wobbling arrow jiggles with every air current, drawing eyes to the "finger-flick" action of BVI Automatic Electric Can Openers. Copy plus an electric outlet plaque quickly point up other important features, telling a compelling sales story in seconds. For display ideas to sell your product more effectively, call or write Chicago Show, 2635 N. Kildare, Chicago 39, SPaulding 2-1600.

Desirable territories available for experienced men. Write for details.



...does advertising carry such strong authority. As a news medium, the newspaper creates an atmosphere of action and believability. And because advertising in newspapers is regarded as news in itself, it gets more action than in any other medium.

In the Chicago market, advertising gets the greatest sales action in the **Chicago Tribune**. The Tribune reaches the most people, carries the most advertising and sells the most goods.

Top 200 Dailies, R.O.P. Color Linage

January-December, 1958

Source: Media Records

		Morning	Evening	Sunday	Total
1.	Milwaukee Journal	———	1,787,848	612,496	2,400,344
2.	Los Angeles Times	1,174,527	———	707,704	1,882,231
3.	Miami Herald	1,154,706	———	524,677	1,679,383
4.	Chicago Tribune	1,364,543	———	239,272	1,603,815
5.	Salt Lake City Tribune	1,254,025	———	208,764	1,462,789
6.	Atlanta Journal & Constitution	———	1,018,258	440,588	1,458,846
7.	St. Louis Globe-Democrat	1,234,698	———	183,564	1,418,262
8.	Houston Chronicle	———	968,527	379,991	1,348,518
9.	Birmingham News	———	949,419	390,366	1,339,785
10.	Nashville Tennessean	699,570	———	595,846	1,295,416
11.	New Orleans Times-Picayune	1,136,789	———	157,111	1,293,900
12.	Dallas Times-Herald	———	999,641	265,099	1,264,740
13.	Long Beach Independent-Press Telegram	———	1,096,947	138,333	1,235,280
14.	Salt Lake City Deseret News Telegram	———	1,225,418	———	1,225,418
15.	Minneapolis Star & Tribune	———	902,089	279,960	1,182,049
16.	Seattle Times	———	987,942	193,129	1,181,071
17.	Fort Worth Star-Telegram	———	874,776	304,550	1,179,326
18.	Columbus Dispatch	———	945,680	232,204	1,177,884
19.	St. Louis Post-Dispatch	———	908,516	258,593	1,167,109
20.	San Jose News & Mercury News	———	841,140	324,139	1,165,279
21.	Dallas News	865,489	———	289,932	1,155,421
22.	Omaha World Herald	———	814,072	310,172	1,124,244
23.	Denver Post	———	923,002	177,911	1,100,913
24.	Long Beach Independent	1,097,782	———	———	1,097,782
25.	Cincinnati Enquirer	878,049	———	215,977	1,094,026
26.	St. Paul Pioneer Press & Dispatch	———	788,970	295,629	1,084,599
27.	Des Moines Register & Tribune	———	789,691	291,809	1,081,500
28.	Washington Post & Times-Herald	731,391	———	339,307	1,070,698
29.	San Diego Union	682,133	———	345,649	1,027,782
30.	Toledo Blade	———	799,338	224,427	1,023,765
31.	San Diego Tribune	———	984,949	———	984,949
32.	Toronto Telegram	———	963,410	———	963,410
33.	Sacramento Bee	———	942,537	———	942,537
34.	Houston Post	712,283	———	221,089	933,372
35.	Miami News	———	644,191	286,084	930,275
36.	Cleveland Press	———	880,582	———	880,582
37.	Toronto Star	———	848,058	———	848,058
38.	Atlanta Constitution	834,576	———	———	834,576
39.	St. Petersburg Times	644,256	———	187,772	832,028
40.	San Jose Mercury	831,775	———	———	831,775
41.	Philadelphia Bulletin	———	559,500	272,184	831,684
42.	Montreal Gazette	831,369	———	———	831,369
43.	Fresno Bee	———	656,093	155,133	811,226
44.	San Antonio Light	———	568,793	241,224	810,017
45.	Chicago Daily News	———	804,162	———	804,162
46.	San Antonio Express News	490,695	———	313,252	803,947
47.	Oakland Tribune	———	680,735	114,510	795,245
48.	Portland Oregonian	610,423	———	179,016	789,439
49.	Los Angeles Examiner	684,776	———	101,630	786,406
50.	Indianapolis Star	614,262	———	158,251	772,513
51.	Los Angeles Mirror Daily News	———	759,386	———	759,386
52.	Spokane Spokesman-Review	490,723	———	267,320	758,043
53.	Akron Beacon Journal	———	586,994	166,428	753,422
54.	Tampa Tribune	612,090	———	133,530	745,620
55.	Louisville Courier Journal	555,612	———	165,041	720,653
56.	Kansas City Star	———	487,926	229,944	717,870
57.	Detroit News	———	627,020	90,493	717,513
58.	Evansville Press & Courier Press	———	588,136	128,635	716,771
59.	Rockford Star	577,276	———	137,907	715,183
60.	Richmond Times-Dispatch	399,488	———	309,830	709,318
61.	Winston Salem Journal & Sentinel	599,519	———	109,651	709,170
62.	Nashville Banner	———	702,344	———	702,344
63.	Mobile Press & Press Register	———	586,325	115,058	701,383
64.	Grand Rapids Press	———	694,019	———	694,019
65.	Memphis Commercial Appeal	552,350	———	115,584	667,934
66.	Indianapolis News	———	664,664	———	664,664
67.	Chicago Sun-Times	513,400	———	146,000	659,400
68.	Pittsburgh Press	———	565,326	93,189	658,515
69.	San Francisco Examiner	595,268	———	63,019	658,287
70.	Pittsburgh Post-Gazette	658,156	———	———	658,156
71.	Gary Post-Tribune	———	571,135	81,563	652,698
72.	Dayton News	———	588,684	61,600	650,284
73.	New Orleans States & Item	———	648,746	———	648,746
74.	Knoxville News-Sentinel	———	540,386	106,354	646,740
75.	Milwaukee Sentinel	519,699	———	126,420	646,119
76.	Seattle Post Intelligencer	521,098	———	123,523	644,621
77.	Charlotte Observer	514,753	———	126,555	641,308
78.	Riverside Press-Enterprise	542,296	———	89,946	632,242
79.	Jacksonville Times-Union	506,371	———	122,463	628,834
80.	San Francisco Chronicle	434,814	———	193,068	627,879
81.	Birmingham Post-Herald	621,940	———	———	621,940
82.	Tulsa World	434,894	———	172,546	607,440
83.	Tacoma News Tribune	———	509,962	95,820	605,782
84.	Louisville Times	———	602,124	———	602,124
85.	Youngstown Vindicator-Telegram	———	527,619	74,077	601,696
86.	Norfolk Virginian-Pilot & Portsmouth Star	437,195	———	157,952	595,147
87.	Spokane Chronicle	———	595,113	———	595,113
88.	Evansville Courier	588,320	———	———	588,320
89.	Wichita Eagle	474,289	———	113,040	587,329
90.	Portland Oregon Journal	———	498,046	88,939	586,985
91.	Dayton Journal Herald	582,365	———	———	582,365
92.	Cincinnati Post & Times-Star	———	581,234	———	581,234
93.	Oklahoma City Oklahoman	447,409	———	121,721	569,130
94.	Detroit Free Press	500,495	———	63,820	564,315
95.	San Francisco Call-Bulletin	———	555,045	———	555,045
96.	San Antonio News	———	553,540	———	553,540
97.	Los Angeles Herald Express	———	551,928	———	551,928
98.	Toledo Times	545,847	———	———	545,847
99.	Scyracuse Herald-Journal & American	———	494,013	51,402	545,415
100.	Shreveport Times	352,937	———	185,369	538,306
101.	Wichita Eagle	———	538,056	———	538,056
102.	Peoria Journal & Journal Star	———	439,440	90,889	530,329
103.	Indianapolis Times	———	494,527	27,948	522,475
104.	Cincinnati Post	———	519,290	———	519,290
105.	Duluth News Tribune	280,064	———	238,827	518,891
106.	Buffalo Courier Express	337,543	———	179,434	516,977
107.	Boston Globe	420,770	———	83,912	504,682
108.	Cleveland Plain Dealer	468,127	———	32,000	500,127
109.	Detroit Times	———	468,158	28,252	496,410
110.	Harrisburg Patriot & Patriot-News	426,173	———	66,616	492,789
111.	Pasadena & Independent Star News	———	408,818	82,954	491,772
112.	Fort Wayne News-Sentinel	———	491,205	———	491,205
113.	Wichita Beacon	———	385,968	103,979	489,947
114.	South Bend Tribune	———	346,014	136,900	482,914
115.	Little Rock Arkansas Democrat	———	382,319	92,399	474,718
116.	Minneapolis Tribune	473,751	———	———	473,751
117.	Pittsburgh Sun-Telegraph	———	408,499	56,125	464,624
118.	Columbus Citizen	———	395,893	67,988	463,881
119.	St. Paul Pioneer Press	458,697	———	———	458,697
120.	Toronto Globe & Mail	457,226	———	———	457,226
121.	Kansas City Times	455,827	———	———	455,827
122.	Little Rock Arkansas Gazette	299,622	———	151,511	451,133
123.	Richmond News-Leader	———	449,592	———	449,592
124.	Baltimore News-Post & American	———	401,434	41,440	442,874
125.	Rochester Democrat & Chronicle	365,939	———	71,136	437,075
126.	Rochester Times-Union	———	435,800	———	435,800
127.	Boston Globe	———	434,604	———	434,604
128.	Tulsa Tribune	———	432,709	———	432,709
129.	Roanoke Times	299,655	———	127,198	426,853
130.	Memphis Press Scimitar	———	426,115	———	426,115
131.	Syracuse Post-Standard	404,477	———	18,180	422,657
132.	Fort Wayne Journal Gazette	409,166	———	11,062	420,228
133.	Boston Herald	321,934	———	97,578	419,512
134.	Oklahoma City Times	———	419,395	———	419,395
135.	Knoxville Journal	419,095	———	———	419,095
136.	Stockton Record	———	407,464	———	407,464
137.	Pasadena Independent	406,471	———	———	406,471
138.	Philadelphia Inquirer	322,080	———	81,840	403,920
139.	Cincinnati Times-Star	———	398,501	———	398,501
140.	Grand Rapids Herald	198,816	———	195,469	394,285
141.	Fort Worth Star-Telegram	392,091	———	———	392,091
142.	San Francisco News	———	391,718	———	391,718
143.	Des Moines Register	385,858	———	———	385,858
144.	Jackson Clarion Ledger & Clarion Ledger & News	260,081	———	120,490	380,571
145.	Chicago American	———	376,103	2,000	378,103
146.	Norfolk Ledger-Dispatch & Portsmouth Star	———	374,489	———	374,489
147.	Jackson-State Times	———	274,513	92,440	366,953
148.	Erie Times & Times News	———	320,186	45,867	366,053
149.	Duluth Herald	———	365,594	———	365,594
150.	New Orleans Item	———	315,550	48,627	364,177
151.	Newark Star Ledger	309,966	———	44,439	354,405
152.	Denver Rocky Mt. News	283,606	———	69,800	353,406
153.	Boston Traveler	———	345,612	———	345,612
154.	Shreveport Journal	———	343,950	———	343,950
155.	Modesto Bee	———	309,183	34,373	343,556
156.	Albuquerque Journal	219,654	———	118,916	338,570
157.	Washington News	———	332,963	———	332,963
158.	Philadelphia News	———	330,344	———	330,344
159.	El Paso Times	309,802	———	10,395	320,197
160.	Charlotte News	———	316,796	———	316,796
161.	Sacramento Union	161,748	———	152,308	314,056
162.	Fort Worth Press	———	196,256	115,580	311,836
163.	Cleveland News	———	305,843	———	305,843
164.	Roanoke World News	———	303,680	———	303,680
165.	El Paso Herald-Post	———	289,549	———	289,549
166.	Worcester Telegram	234,386	———	$1,943	286,329
167.	Erie News	281,997	———	———	281,997
168.	Houston Press	———	279,030	———	279,030
169.	St. Petersburg Independent	———	168,358	106,160	274,518
170.	Utica Observer Dispatch	———	213,360	55,919	269,279
171.	Worcester Gazette	———	267,519	———	267,519
172.	Newport News Press	194,773	———	64,481	259,254
173.	Phoenix Republic	144,080	———	100,114	244,194
174.	Jackson Daily News	———	243,863	———	243,863
175.	Columbus Ohio State Journal	241,594	———	———	241,594
176.	Albany Times Union	169,065	———	69,545	238,610
177.	Charleston Gazette-Mail	178,964	———	50,434	229,398
178.	Troy Record	221,003	———	———	221,003
179.	Camden Courier-Post	———	219,806	———	219,806
180.	Honolulu Star-Bulletin	———	212,749	———	212,749
181.	Albany Knickerbocker News	———	211,693	———	211,693
182.	Albuquerque Tribune	———	206,072	———	206,072
183.	Utica Press	201,388	———	———	201,388
184.	Newport News Times Herald	———	196,019	———	196,019
185.	Honolulu Advertiser	140,337	———	51,004	191,341
186.	Buffalo Evening News	———	188,313	———	188,313
187.	Long Island Press	———	160,042	18,000	178,042
188.	Scranton Times	———	173,397	———	173,397
189.	Charleston Mail	———	161,945	———	161,945
190.	Tampa Times	———	154,118	———	154,118
191.	Jacksonville Journal	———	130,272	17,214	147,486
192.	Phoenix-Gazette	———	145,562	———	145,562
193.	Baltimore Sun	———	126,053	9,440	135,493
194.	Niagara Falls Gazette	———	123,843	5,243	129,086
195.	New York Post	———	127,876	———	127,876
196.	Montreal Le Petit Journal	———	———	120,999	120,999
197.	Lowell Sun	———	111,864	9,032	120,896
198.	New York Journal American	———	118,543	———	118,543
199.	Boston American	———	100,800	———	100,800
200.	Boston Record Advertiser	91,800	———	———	91,800
	Total (1958)	43,754,344	58,851,226	19,253,551	121,859,121

RICHARD H. WHIDDEN, *account executive on General Mills at Dancer-Fitzgerald-Sample, New York, has been named a vp of the agency.*

Street & Finney Gets Super Suds, Dropped by C&W

(*Continued from Page 1*)

never took off and lagged far behind Crest—Procter & Gamble's similar entry—in the market place.

C&W also picked up several test products during this time but none amounted to a major campaign. It presumably pitched for other big Colgate accounts during the years as they came up for grabs, but never came in a winner.

The agency actively solicited the $3,250,000 Wildroot business when it left Batten, Barton, Durstine & Osborn, but it landed with Ted Bates & Co.

■ C&W had a maximum billing of about $1,400,000 from Colgate at its height, a figure which has since dropped to $500,000, and apparently the agency decided that this kind of billing was not commensurate with the kind of top talent the client requires.

Since 1956, four other Colgate agencies have politely bowed out of the picture. They are William Esty Co., which gave up well over $10,000,000 billings in 1956; Carl S. Brown Co. (now Brown & Butcher), which resigned the multi-million dollar Halo account in the fall of 1957; Bryan Houston Inc., which resigned some $2,000,000 in Cashmere Bouquet billings in July, 1958, and John W. Shaw Advertising, which dropped $300,000 worth of Colgate men's line billings three months ago, saying that travel problems between New York and Chicago made the account unprofitable.

■ The Esty billings were divided among several agencies; the Halo billings and Cashmere Bouquet went to D'Arcy and the Colgate men's line to Street & Finney.

Street & Finney, a growing star in the Colgate horizon, also handles Florient, Kan-Kill, and Genie liquid detergent, which is in a ten-state western area and Syracuse.

Super Suds, once a top soap brand, has dropped radically in its market share with the introduction of the detergents, especially P&G's Tide. Its recent share of market was around 1%—equal to almost 1,000,000 cases—and this was perhaps a better figure than at any time since Super Suds was switched from a soap to a detergent in 1954.

■ Currently Tide has about 22% of the market; Cheer, nearly 10%; Fab, about 6%, and Oxydol under 5%.

Super Suds is no longer nationally advertised and is sold mostly in the South and some parts of the East. Advertising has been primarily in television spots, supported by radio and newspapers. #

Corco Names Ray Ellis

Corco Chemical Corp., Bristol, Pa., has named Ray Ellis Advertising, Chatham, N. J., to handle its advertising. The company manufactures chemical specialties.

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1958 **44,313**

HELP WANTED

AGRICULTURAL-INDUSTRIAL A.E.

Must know farm chemical advertising and marketing thoroughly through experience with agency or company, and be a good contact man. Allied experience in industrial advertising desired. We need a man who is creative, who has sound and proven ideas, who has in one way or another helped handle all phases of advertising—copy, production, contact, rough layouts, media selection, etc. This man can plan as well as execute advertising programs. We want a pro, not a beginner. Age range, 25-40. Salary open. Write giving complete advertising history, personal data, salary requirement. If you are ambitious, want to join a good industrial agency, and like the South this may be your greatest opportunity. Write in confidence. Your letter will be answered.

Box 2499, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE

Editors .....**Public Relations**
Copywriters .....**Advg. Managers**
Artists .....**Media** .....**Production** .....**Service**
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

HOW FAR CAN YOU GROW?

Small, active institutional book publisher in Chicago has immediate opening for Sales and Advertising Manager. Are you interested in a chance to create a vital promotion program, build your career? Do you want top working conditions, benefits, good vacations, starting salary around $125 per week? You should have direct mail and space advertising experience, be able to plan complete program, write clean, factual copy, run 7-person department, do some travel. If this is you, write, with resume, to

Box 2502, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
440 E. Ohio St., Chicago, SU 7-2255

LITHOGRAPH SALESMAN

LOS ANGELES. Have opening for aggressive man with solid selling background in printing or broad agency experience as an A.E. or in production, to service existing accounts and follow up new business. Salary, commission and expenses in plant with fine reputation for quality lithography. Phone DUnkirk 7-5175 (Los Angeles).

Well-established ad agency in Southwest has opening for young man with public relations agency experience. Permanent opportunity for man who can develop all-around client servicing performance. Replies confidential.

Box 2523, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

IF YOU'RE A HOMEBODY—
READ NO MORE

But, if you are a top flight space salesman interested in earning a minimum of $15,000 per year, read on. To qualify, you absolutely must be able (and like) to travel continuously for approximately 8 months out of the year. The job: Local and national space sales in cities surrounding 21 Air Force and Army bases from coast to coast. The publications: The 21 Directory and Guide books published for these bases. Your employer: The nation's leading publisher of Military Directories and Guides. Interested? Tell us why, and all the details about yourself.

Box 2527, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE BUYER

Wonderful opportunity for advertising space buyer or assistant. Medium sized well established near North side Chicago Advertising Agency. Write fully, including salary requirements.

Box 2528, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Assistant Managing Director of leading agency network.

New projects and activities of NAAN have created an opening for experienced agency man thoroughly familiar with all phases of agency operations.

The man we want must be capable of taking over my job in the next couple of years.

Here is real opportunity for a secure future and the chance to live and work in Florida.

This is **not** a big salaried job, so give us full details, including your financial requirements.

Oakleigh R. French, Managing Director
National Advertising Agency Network
P. O. Box 1569 Sarasota, Florida

COPY OPENING IN ENGLAND

If you are unmarried, have had 5 years of copy success and are able to come up with a sound, original idea more often than not—a leading London agency would be interested in bringing you to England for a minimum of two years. A resume with proofs of six of your favourite ads, will suffice for an introduction. If we think we may be right for each other we'll then send you full details about the job and the agency and ask you to write a few ads on mythical products. The latter will determine whether we can offer you the job. Don't bother applying unless you're **really** creative and think a sojourn in Europe will be more satisfying than riches. **Box A404, 12 Conduit Street, London, W.1. England.**

HELP WANTED - ARTIST

Expanding small town agency in Central Illinois has opening for artist with all-around art, printing background. Excellent living and working conditions. Salary $6-7,000 depending on experience and qualifications.

Box 2525, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MARKETING EXECUTIVE

Medium sized New York industrial and package design firm—growing fast—is looking for a young executive with advertising and marketing background. He will have full responsibility for handling client programs and developing new business in food, drugs and consumer product fields. The right man will develop an important ownership participation and substantial income.

Box 2526, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ARTIST
CREATIVE

for Wacker-Michigan agency specializing in newspaper advertising. Congenial working conditions. Experienced in smart, imaginative layouts. For appointment, RAndolph 6-1727, Chicago.

ADVERTISING PRODUCTION MAN

For international company located in Stamford, Conn. Fluent Spanish and experience essential. Send resume and salary expected.

Box 294 AA, 667 Madison Ave., NYC 21

Advertising man or woman who can handle advertising and develop dealer aids and bulletins. Co. located in small town in the mid-west. Starting salary around $7,000. Write giving full details to Box BH c/o Trailer Dealer Publishing Company, 6229 Northwest Highway, Chicago, Illinois

YOUR CLASSIFIED

AD HERE WILL

BRING RESULTS

ADVERTISING SPACE SALESMEN

For Three Territories

Top monthly publication in its field will soon have openings for three full time resident representatives, placing space in established publications sponsored by leading local banking institutions. Each account in your territory would require only one visit a year to sign 12-time local advertising contracts in sponsor's publication. Usually takes five to ten days. Work requires constant traveling but man living in favorable location such as Hartford, Columbus or Atlanta, could be home many weekends.

Past successful space experience is a must. Qualified man will operate as independent contractor and can gross between $15,000 and $25,000 per year. Must have own car—no other investment required. Liberal expense allowance during training period with home office executive—lasting approximately two weeks—while learning necessary area and work detail. Ample weekly draw against commissions if requested.

Ours is a well-established, constantly expanding business, with a very high percentage of renewals. Full work schedule already available—no build-up delay. A fine, well-paying opportunity for a permanent connection if you have the mature experience and ability necessary for contact with bankers and heads of local businesses.

Qualified man will receive prompt request for personal interview, with expenses paid. Provide complete get-acquainted details in letter, including character and business references, education, marital status, late photo and previous experience.

Any confidential information will be respected and photo returned if requested. Address reply to P.O. Box 5098, Columbus 12, Ohio.

HELP WANTED

TABLOID SPACE SALES

Man wanted to sell established tabloid, promising publication, very promising industry. Experience in tabloid sales desirable but not absolutely necessary. Chicago location.

Box 2529, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DEPARTMENT MANAGER

We're a middle-sized company with executive offices in Chicago looking for a local man with an advertising background. Creativeness is important, but the man we want will also handle printing and supply requirements, agency relationships and service, branch office design and furnishing, and a number of other administrative duties. Because you'll wear a number of hats, we don't expect you to fit them all perfectly right now, but we'll help a young man with ability to grow into the management responsibility and opportunity this position offers. Send resume that includes past earnings.

Box 2530, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MACHINERY COPYWRITER

To write sales literature in advertising department of leading construction equipment manufacturer in suburb west of Chicago. Equipment writing experience essential. Submit samples. State age, experience, salary. Our employees know of this position. Write

Box 2539, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS NEWS WRITER to edit monthly newsletters several fields; brisk style; yng. man or woman late 20's or early 30's with bus. edit., publicity or newspaper exp. Immed. opening. Write fully. Don't call. **M. L. Samson Co., 666 Lake Shore Dr., Suite 2142, Chicago, Illinois**

MEDIA PROMOTION MAN

National newsweekly has opening on its advertising promotion staff for a young man well-grounded both in print and visual salesmanship, preferably, but not essentially, in the media field. Knowledge of visual sales aids and mechanical reproduction processes desirable. Salary about $7,300. Write giving full particulars. All inquiries will be kept in strict confidence. Box 536, Advertising Age, 630 Third Ave., New York 17, N. Y.

MANAGER PRODUCT PUBLICITY

Long established manufacturer of automotive products. Midwest location. Require demonstrated experience in handling publicity for technical products including house organ, news stories, articles for trade publications, newspapers, etc. Should be well acquainted in automotive trade publication and newspaper fields. Replies will be answered and treated in confidence. Please send personal résumé to

Box 532, Advertising Age
200 E. Illinois St.
Chicago 11, Illinois

4A Agency Seeks Top-Notch Creative Man

We need a copy idea man with agency experience. Knowledge chemical field desirable. Excellent opportunity. Send résumé, including salary range to Box 539, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

ADVERTISING AND SALES PROMOTION MANAGER

A $2,500,000.00 budget needs experienced, imaginative guidance by a man who knows consumer advertising and promotion in all media.

This old-line, well-known company is currently blossoming under new, aggressive management which has expanded, streamlined and revitalized its product line and sales strategy. Now it needs a capable ad manager.

The advertising he develops must create brand preference in the home; encourage brand support by dealers (over 10,000) and provide point-of-sale excitement on the retail floor.

He'll need enough experience to handle multiple planning details, hold his own in top-management discussions and take leadership in dealing with one of the country's finest ad agencies . . . yet be young and flexible enough in his thinking to direct substantial advertising and promotion expansion in the years ahead.

Here is a wonderful opportunity to put *your* ideas into action if your present job holds you down. You'll be part of a team that is going places fast. If you think you can *lead* us in the advertising field, we want *you*.

Send your story to

Box 530, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

ONE OF NATION'S TOP TEN TV COMMERCIAL WRITERS

(so said a trade mag) available June 1; prefer West Coast or Chicago.

Box 2516, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

We offer TRADEMARK, PACKAGING & PRODUCT DEVELOPMENT . . . . . creative research and design, by top talent freelancers working as a co-op

Box 2487, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Research Analyst/Media Trainee
Experienced Beginner. B.S. Journ-Advert. M.S. Adv. & Mtk. Research. Part time exp. All phases research interview-analysis. Ad Rep. & PR. Good writer, speaker. FM.

Box 2531, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE AD MAN FOR MANUFACTURER

Have complete experience in all levels of agency and manufacturing advertising, promotion, marketing.

Box 2532, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATOR
of
such near winners as:

"GL-69; Would you believe it, I have hay-fever! Wake up your liver—Bill; Do you make these mistakes in Armenian?" etc., seeks a more creative V.P. Object: more rewarding consumer accounts. 32 year old copy-idea man. N.Y. agency trained. TV, Radio, Print. Presently a prisoner in top Pittsburgh agency. (Pittsburgh is near Cleveland, Ohio.) Clean resume on request. Hurry!

Box 2533, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

PUBLIC RELATIONS MANAGER

Will trade know-how gained in eight experience-packed years with diversified "blue chip" for spot in smaller, progressive company. All phases of industrial P.R. plus plant and employee activities, product publicity. M.S.J., 34.

Box 2534, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ADV. - SALES PROMOTION MGR.

Presently Adv. Mgr. - major military electronics firm. 10 years experience including graphic arts, chemicals, metals. Creative writer. Good art and production background. B.A. 30. Married.

Box 2535, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

INDUSTRIAL COPYWRITER, PUBLICIST . . . 31 year old former newspaper editor, McGraw-Hill technical editor and agency copy-contact man, seeks new connection. Employer will provide top reference. Salary $8,000-$10,000. Prefer New Jersey-New York area but will relocate.

Box 2536, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Announcer: Wash. D.C. annor, 23, w/genl agcy exp des pos w/agcy on freelance or fulltime basis. Amateur sing. & act. Write Gene Edwards; Genl Del; Fairfax Va.

MY POP WANTS TO MOVE

He wants back to metropolitan New York with company/agency that can use his experience in contact, copy and administration. He's an associate account executive with 4-A agency on blue-chip account. Experience runs from industrial to managing consumer promotions. Best at client contact and account management; knows how to see job thru from start to finish; wants to locate July 1. Age 27, in good health, father of me and two others. Write

Box 2537, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

WELL SEASONED ADMAN

4A Acct. Exec. Background. 12 yrs. on variety of cons. accts. Mktg. emphasis. Hard worker, self starter. Priced right. Major cities only. Send for resume now.

Box 2538, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Could you fill one of these jobs —now open?

AD MANAGER—hard goods. Executive, with real potential.
ACCOUNT SUPERVISOR—foods. Must be good with people. Top job, top brands, fine agency.
ACCOUNT SUPERVISOR—liquor. A well-organized **mover.**
MERCH. MGR.—office machines. Strong on sales promotion. Good planner.
COPYWRITER—strong technical background, creative potential.
Find out. Phone or write for confidential interview, by appointment. Not an employment agency.

CREATIVE CAREER CONSULTANTS
Suite 1105, 30 N. La Salle, Chicago, Ill.
DE 2-6436

May I warm up your pencil sharpener?

The writer is gainfully employed, sound able and all that, but would like to show you some ads you'll enjoy reading, if you have a spot for another writer. No doubt you'll recall a number of them. A New Yorker by adoption, very experienced in print, TV, radio, and a fast producer. Not a fortune hunter. Take a look at his résumé, there are few like it. Box 534, ADVERTISING AGE, 630 Third Avenue, New York 17, N.Y.

BUSINESS OPPORTUNITIES

FOR SALE

Specialized newspaper, growing too large to manage by its founder. Excellent future, being held back because of lack of facilities. Write

Box 2540, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART STUDIO SPACE

For rent in established agency. Opportunity for experienced art director to start own business. We will be your first client. Space for 4 artists. Moderate rent. **Address - Cavanaugh Morris Adv., 946 Greentree Road, Pgh. 20, Pa.**

MISCELLANEOUS

CIRCULARS DELIVERED

South Arkansas towns. Door delivery guaranteed. Free information folder.

GENERAL ADVERTISING DISTRIBUTORS
P O Box 104, Pine Bluff, Ark.

COMML. ART & OFFSET PRINTING

24 hour service, excellent quality plus economy. Layout, illustration, package design, photography. Complete mechanical production for sales promotion, catalog, brochures, flyers, house organs.

Mech-Art Studios, Inc.
HArrison 7-0057 - Chicago

SUBL. OLD TOWN MOD. 5 ROOM APT Elect. kitchen - tile bath - W/B fireplace Huge lv.-dng. comb. Patio. Rent $195 Mo. 1944 Lincoln Ave. Chicago. Open House May 23-24. RO-1-1544 or DE-7-8245

CREATIVE RADIO-TV EXECUTIVE

Seeking opportunity with progressive agency. Young (30), strong in ideas, plans, client contact. Able administrator with firm grasp of media strategy. Background — agency radio-TV director; retail advertising manager. Experienced in writing for all media, radio-TV production, time and film buying. Will relocate. Complete résumé upon request.

Box 541, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

CHANCE TO BECOME A TOP EXECUTIVE

Under 40. Now employed as Ass't Mktg. Mgr. or A/E. Exp. with food retailer mfr. or ad agency valuable. Must write adv. plans showing mktg. analysis ability. Wonderful opportunity to share growth of medium-sized Chicago agency. Write fully in confidence of exp., present earnings. Our people know of this ad.

Box 537, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Public Relations

Openings for Group Supervisor and Account Executive in an agency which offers opportunity for growth and development. Supervisor must have PR agency executive experience or background as PR Director. Ability to plan, carry out program, direct others essential. Account executive must have PR agency and/or newspaper or magazine background, be good writer and creative. Men or women. Confidence observed. Write (do not phone):

Harshe-Rotman, Inc.
108 N. State St.
Chicago 2, Ill.

TOILETRIES ADVERTISING MANAGER

Major national manufacturer offers rare opportunity for man or woman with drugs, toiletries and/or cosmetics experience.

Position involves administrative and creative planning.

Excellent salary and benefits.

Send complete résumé of educational and job experience. All replies confidential. Write Box 531, Advertising Age, 630 Third Ave., New York 17, N. Y.

A COUPLE OF WRITERS READY TO MOVE UP...

. . . are going to do us and themselves a lot of good if we can get together. This medium-sized 4-A agency—on a hot new-business streak—is beefing up its Copy Department.

We're looking for writers who have demonstrated creative potential but need the opportunity to really develop. One of you may have just a couple of years under your belt. The other, more experienced, probably is doing big things in a smaller shop right now.

We're pushing 10-million. Our accounts cover the waterfront. We're East Coast, but several rat-races removed from NYC. Profit-sharing, retirement plan, life insurance, too. Send details on experience, salary expected, in strictest confidence. Box 540, Advertising Age, 630 Third Ave., New York 17, N. Y.

ADVERTISING
We handle your employment problem confidentially and effectively.
ADVERTISING MANAGER ..... **Salary Open**
Solid bkgd. in hard goods and home appliances. Handle $2,500,000 budget.
ACCOUNT EXECUTIVE **$20,000**
Food or beverage experience with high level ad agency or company.
MARKET ANALYST ..... **$9-$13,000**
Technical or electronic exp. preferred. Conduct Market studies, evaluate.
COPYWRITER **$10,000**
To become Copy Chief. Heavy experience in print media, some TV.
PROMOTIONAL WRITER **$10,000**
Requires 6 yrs. experience as Adv., Sales Prom. Writer in electronics.
EDITOR-PUBLICITY **$8,500**
Editing and publicity experience for electrical or electronic Trade publ.
B. L. CLEM
Advertising Consultant
IMPERIAL PERSONNEL
37 S. Wabash Ave., Chicago 3, FR 2-4233

ADVERTISING BUDGET & PRODUCTION MANAGER

Manufacturer of nationally distributed products in automotive field. Midwest area. Excellent opportunity for man experienced in budget coordination, costs and advertising production. Capable of supervising direct mail operation. Salary commensurate with experience. All replies will be acknowledged and considered confidential. Send complete résumé to Box 533, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

AE, grocery. High-standards agency in one of country's most enjoyable metro areas. Heavy fringes. **$25-$30M**
MKTG. SERVICES DIRECTOR, young-man agency. Solid but out-of-groove in marketing and merchandising. to **$18+**
MEDIA DIRECTOR. Broadcast & print. Can be young if fully experienced, growing. **$14M**
RESEARCH DIR. Young but coming up fast. **$12-14M**
GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

PUBLIC RELATIONS ASSISTANT

Public Relations Director, Chicago ad agency, is seeking female assistant with product publicity and feature writing experience preferably in food or appliance fields. Must be able to create and follow-up writing and photo projects with minimum direction. Excellent opportunity for staff publicist now ready to assume assistant account director responsibilities. Salary commensurate with qualifications. Send complete résumé to: Box 538, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Editorial services . . . Slidefilm scripts and production . . . Sales training in all media . . . Product and competitive-product research . . . Dealer surveys and shopping . . . Company histories . . . technical publications.
ANALYSES INC.
5485 Oakman Blvd., Tiffany 6-7600
Dearborn, Mich.

CREATIVE OPPORTUNITY

with major, midwestern 4-A agency

Art-minded copywriter. The man we're looking for isn't a job-hopper. He's young (25-30), understands selling, has a few years experience in initiating and writing consumer and industrial copy for a large or small agency. He looks at an ad as a complete idea—not just as a matter of words—and he has probably advanced faster than most of his fellow writers. Now, he's ready for a real opportunity.

This man will be selected on the basis of what he *has* done and what he *can* do (as evidenced by a thorough-going battery of aptitude tests taken by all of our people). He will receive compensation, with automatic increases and very liberal insurance and pension benefits. There is no limit to how far he can go with this aggressive, expanding agency.

If you feel you qualify, send a full résumé of your experience and personal data now. No samples, please.

Box 535, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

TOP STARCH SCORERS—*The Schaefer beer and Sunbeam bread posters were two of the 10 top rated in the Starch national outdoor ratings for the four weeks ending April 8. Schaefer had a 63% copy performance index and Sunbeam 57%. Fleischmann's whisky tied Sunbeam in second place with 57%. Interstate Bakeries, 50%; Coca-Cola (family size), 48%; Coca-Cola (Valentine), 47%; Ford and Seven-Up, 45%; Budweiser, 42%, and Jack Frost sugar, Standard of California and Zee tissue, 41%. These are posters with 30-day postings, ordinarily measured by Starch. The Amoco poster was highest-rated of four top rated posters with 60-day postings measured by Starch. It had an 83% copy performance index. Amoco's poster showing an attendant had an 81% index, Atlantic, 78%, and Ballantine, 51%.*

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1¢ Larger sizes proportionately priced.
Ward Kah Box 87-A Glendale 6, Calif.

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

NOW AVAILABLE!
In quantities—one to a thousand. Genuine JEWELTONE, fully COLOR balanced dye transfer prints from your COLOR transparency or artwork. Perfect for every sales, advertising or display need. Sizes 4x5 to 16x20. LOW COST! Example: 100-8x10 prints, $175.00, plus postage. Also, Carbro quality reproduction prints. Price lists and quotations on request.
COLORAGE, Inc.
116A S. Hollywood Way, Burbank, Calif.

BACON KNOWS
MAGAZINES!
We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.
★ BUSINESS ★ FARM ★ CONSUMER
Send for Booklet No. 56
How Business Uses Clippings
BACON'S CLIPPING BUREAU
[illegible] Jackson Blvd., Chicago 4, Illinois
WAbash 2-8100

VanSant Takes Eight Baltimore Ad Art Awards

(*Continued from Page 3*)

or. Tom Parlette, Emery Advertising; Shirley Hobbs, Lionhill Studio, full page, one or two colors.

Trade magazine: Thedor Ziesmer, Mel Richman; VanSant, Dugdale & Co., one or two colors, more than one page. George Fondersmith, VanSant, Dugdale & Co.; H. Schulze, Major-Kessey, one or two colors, full page.

Magazine Cover: Margaret Rigg, Robert Wirth, Methodist Publishing House, consumer magazines. Ed Gold, Barton-Gillet Co., trade magazines.

Newspaper Ad: Bob Ramsey, VanSant, Dugdale & Co., Teason, b&w 300-1,200 lines.

Editorial Design: Norman W. Och, Collectors Press, one or two colors.

Booklets, Direct Mail: Ed Gold, Fred Worthington, Barton-Gillet Co., three or more colors, over four pages. Paul Hagan, W. B. Doner & Co., Gray Dodson Assoc., three or more colors, four pages or less. Kern Devin, Marion Warren, Barton-Gillet Co., one or two colors, over four pages. Ed Gold, Barton-Gillet Co., one or two colors, four pages or less.

Posters: Gordon A. Schwartz, Globe, Inc., W. B. Doner & Co., six or more sheets. Fred Worthington, Barton-Gillet Co., all other posters.

Point of sale, display: K. G. Blair, Richmond Cedar Works, displays. Jack Thompson, Photos-Wide World, I. A. Goldman & Co., packages.

Institutional: Gordon Lowenberg, Lionhill Studio, company magazines or house organs. Kern Devin, Fred Worthington, Barton-Gillet Co., letterheads and trademarks.

Magazine Ad: Ed Rogers, VanSant, Dugdale & Co., Blakeskee-Lane, Inc., full-color product illustration. Ed Rogers, Herbert Matter, VanSant, Dugdale & Co., full-color general illustration. Bob Ramsay, Dick Kohfield, VanSant, Dugdale & Co., one or two colors, general illustration.

Newspaper Ad: Irving Yaninger, Connie Rosenthal, A.L. & G., b&w fashion or style.

Booklet—direct mail: Ed Gold, Barton-Gillet Co., two colors.

Television commercial: Staff, W. B. Doner Co., seven-second illustrations. Gary Hughes, Shecter-Levin, Milner-Fenwick, Inc., one minute or more.

Experimental: Ed Rogers, J. C. Kepper, VanSant, Dugdale & Co. #

Pennington Names Rosenbush

Martin R. Rosenbush has been appointed advertising and sales promotion manager of Pennington Press, new Chicago publishing house. Mr. Rosenbush, formerly advertising manager of Hamilton Industries, home furnishings manufacturer, and a promotion copywriter of *Playboy*, will handle Pennington's direct mail campaign to booksellers, supermarkets and drug stores and will develop point of sale display material for Pennington books.

C-P's Genie's Not Doin' Right by Our Jeenie, Says Conley

(*Continued from Page 3*)

ley declares, and it has been used in all of the advertising prepared by Sines, including ads which appeared in *Sunset* in 1955.

"We have spent as much as 7% of our total sales on advertising," Mr. Conley said, "and our current ad budget amounts to 3% plus, covering mailings, counter displays, consumer magazines and trade journals.

"Colgate started marketing its cleaner under the trade name Genie in August of 1958," Mr. Conley continued, "and the impact on our business has been definitely noticeable.

■ "We built our plant in Mountain View in 1955 and are really starting to expand only now," he said. "All of our advertising has been directed toward building a public impression of Jeenie and this impression has certainly been unfairly 'dented' by Colgate's infringement of our trademark.

"We first contacted Colgate officials on this matter in October of 1958 and were pretty much ignored. Finally our attorney contacted Colgate in an effort to arrange an amicable settlement in which we'd get back our trademark. This effort was also ignored and we finally concluded our only recourse was the court." #

Paul-Reed to Creative Agency

Paul-Reed Inc., Charlevoix, Mich., cleanser maker, has appointed Creative Advertising Agency, Jersey City, as its first agency. The company formerly advertised direct.

You could probably even sell a USED TENNIS RACKET in the Ad Age Classified Section!

. . . for The Advertising Market Place is sort of a one-big-family meeting place where over 158,000 marketing men get together each Monday to hire, buy and sell. They are alert to unusual situations. Surprising results are scored by these low-cost ads. Try it.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: **$1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.**

Display Classified Rates: **take card rate of $18.75 per column inch, and card discounts, size and frequency apply.**

I am enclosing $_____

My Name_____

Street_____

City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

Stiffer Enforcement May (or May Not) Make TV Code a Buying Influence

(Continued from Page 1)

NAB tv board meeting June 17; most of these also are in trouble because of Preparation H. No stations have resigned since the final action at the board meeting April 30, but eight pulled out after they got warning notices early in February.

Two so-called "intimately personal products" — hemorrhoid treatments and feminine hygiene products—have been declared unacceptable for television by code interpretations. At one time some stations in the South were reportedly airing commercials in the latter category.

■ The move to bring stations into line with the code board's view of what is and what isn't good taste in tv advertising has not cramped Whitehall Pharmacal's tv style in the least.

Already running past the $1,000,000-a-year mark, the Preparation H budget has been boosted by $250,000. More than 140 stations carry the schedule, according to Ted Bates & Co. A couple have canceled since the code crackdown, but more than 100 others have said they will take the business if it is offered. Part of the extra money will go to stations already on the list and part to additional stations.

Action against code offenders is strictly confidential. The NAB, which acted through its tv board on the recommendation of the code review board, will not reveal the call letters or the number of the stations involved. But a list of stations subscribing to the code is available for the asking.

■ AA's study of advertiser and agency attitudes toward the code seal started with I. L. Eskenasy, vp of Adell Chemical Co., maker of Lestoil, a $10,000,000 to $12,000,000 tv customer. He was asked if he paid any attention to whether a station is an NAB code subscriber when buying tv.

"No, I don't think we do," Mr. Eskenasy answered. "What code is that again? I'm not even sure I know what it is."

He then explained that all Lestoil's tv spots are screened by J. L. Barowsky, president, and referred the reporter to Rene Reyes, media director of the company.

Mr. Reyes, who said he was aware of what the NAB code was in a "hazy fashion," stated it had no influence at all on Lestoil's buying decisions. He said the company always follows Mr. Barowsky's buying technique, which is to clear spots on practically every station in the market once a campaign breaks. This will continue to be the pattern, he indicated, regardless of whether a particular station subscribes to the code.

■ Three leading agencies—Young & Rubicam, Compton Advertising and Cunningham & Walsh—indicated that a display of the code seal had swayed their buying decisions little, if any, in the past.

■ William E. Matthews, Y&R vp, thought there was a list of code subscribers around the shop and assumed that most often the stations dealt with belonged to the code unless they were "ideologically opposed to it." But he doubted that the code seal had much of an effect on buying decisions.

He said that stations are selected on the basis of their position in the market, their programming and whether the services provided are good and the relationship pleasant.

"We don't go into a lot of purely official things," he added. Mr. Matthews said sometimes an agency has more difficulty with a station that technically is a subscriber in "good standing" than with one that is outside the industry code circle.

The Y&R executive left the impression that he would not be particularly happy buying a station that had been stripped of its seal—if he were aware of it. But he said Y&R does not know which ones have been disciplined by NAB.

■ Frank B. Kemp, media director of Compton, told AA he didn't believe much attention had been paid to the question of code subscribers vs. non-subscribers in lining up schedules in the past.

"But," he added, "we may want the buyer to look more carefully at adjacencies now. We don't want to be next to Preparation H."

Compton doesn't know the stations that have lost their seals either, but this agency figures competing stations will eventually spread the word.

■ Newman F. McEvoy, senior vp of Cunningham & Walsh, said little attention had been paid to the seal in the past, when it was more or less taken for granted that a station had it.

He believes that more note may be taken of code membership now that the code is being actively policed, and that this makes the code seal display more significant and selective. He said it would not necessarily influence a purchase if C&W found that a station had been stripped of its seal, but that "it would lead to some questions."

Mr. McEvoy was of the opinion that the C&W buyers knew which stations had been thrown out of the code circle. But Jeremy Sprague, to whom he referred the reporter, said they were trying to find out but hadn't yet. He said the agency would probably ask the NAB who the expelled subscribers are later this month. #

Gamble Loses Allegheny Airlines to VanSant, Dugdale

WASHINGTON, May 14—VanSant, Dugdale & Co., Baltimore, has been named by Allegheny Airlines, Washington, to handle all its advertising and pr. The airline serves the northern and central portions of the eastern U. S.

Kickoff promotion on the new account will feature a Hawaiian theme with "leilani" flights during July, August and September, when Allegheny introduces into commercial service the Napier-powered Convair-540 jet prop airliner on its Pittsburgh to Atlantic City and Washington to Atlantic City runs.

The account formerly was with Robert M. Gamble Jr. Advertising, Washington. #

Edison Electric Members Order 'Special' Reprints

Members of the Edison Electric Institute, New York, have ordered more than 3,500,000 reprints of a 30-page special electrical section to appear in the Sept. 14 issue of *Life* (AA, May 11).

The institute's portion of the section will include a spread devoted to the all-electric laundry; a spread announcing the national $100,000 Consumer Lighting Contest, and three pages devoted to "Housepower."

GOODNESS OF MALT—*The Barley & Malt Institute is running a series of ads with this theme in Life. This ad, the seventh in the series, will appear in the June 15 issue.*

Auto Ads Are 'Emotional Flop,' MRS Study Finds

(Continued from Page 1)

jected by auto advertising were perceived but rejected.

• Nearly two-thirds of present car owners indicated they are ready to switch brands, with 30% favoring higher-price cars, 15% lower-price, and the remainder looking in the same price bracket.

• Most car owners read ads about their own makes more avidly than they do ads of competitive brands.

• While nearly all those sampled indicated a desire to buy a "youthful, sporty" car, only 40% would actually do so, preferring a standard make to a zippy sports job.

• On emotional factors inherent in buying new cars, the MRA study found that the major weakness of auto advertising is not merely lack of believability, but also failure "to meet emotional expectations caused by mental rehearsal of ownership" after reading auto ads.

■ The consumer "image" of foreign cars, MRA found, is shifting from the classy sports car field and approaching the image of standard U S. autos. Consumers still judge foreign autos, including Mercedes-Benz, Jaguar, Porsche, MG, Volkswagen and Simca, as "exclusively upper middle-class autos," the report said.

• On preference of makes, the MRA study found that Ford, Chevrolet and Plymouth are "accepted by most income and status levels."

• Pontiac, Olds, Ford, Dodge, Plymouth and Chevrolet are seen as upper middle and "middle-middle income" bracket cars. Buick and Chevrolet, according to the survey, are makes "most likely to be switched from."

The complete MRA survey, including 20 case histories charting consumer trends, is available from Emanuel Demby, president of MRA, at the Hotel Plaza, New York. #

Bissell Names Fors A.M.

William B. Fors, formerly sales promotion manager of Bissell Carpet Sweeper Co., Grand Rapids, has been named advertising manager of the company. He succeeds P. W. Nickel, who has been named director of public relations.

Reitzel Named Krow S.M.

Bok Reitzel, former account executive with Lennen & Newell, San Francisco, has been named general sales manager of KROW, San Francisco radio station.

D-F-S Keeps Army Account; 6 Agencies Seek National Guard

(Continued from Page 1)

In moving to extend the contract, the Army exercised the last of two options which were included in a contract which D-F-S obtained following an open competition in 1957. Since it has had non-competitive extension in 1958 and 1959, it must face another competition if it wants to retain the account beyond 1960.

■ Like the Air Force, the Army spends most of its recruiting money for production of pamphlets, posters and other recruiting aids, and for public relations. About 40% of this year's budget is for commissionable advertising in "target" magazine media for the recruitment of specialists, and another 10% represents commissionable expenditures for one nationwide outdoor showing, which is included in the "paid" portion of the recruiting account. No paid radio or tv or newspaper advertising is involved, although the account includes production of materials for public service programming in many media, including outdoor and broadcast media.

The Army's announcement carefully specified that the renewal, which also involves service for Army Reserve and ROTC recruiting, is subject to the availability of fiscal year 1960 funds which still have to be approved by Congress.

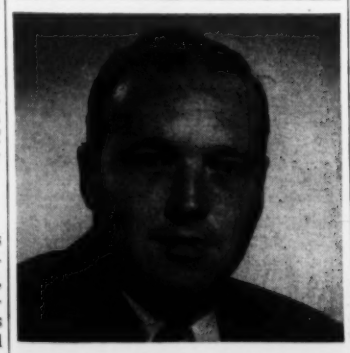
■ Prior to selection of MacManus, John & Adams in April, the Air Force account had been stabilized with EWRR since it became a separate item of business in August, 1954. Until 1956 EWRR handled both the Air Force and the National Guard.

The National Guard account consists entirely of public relations and production of recruiting materials. After leaving EWRR in 1956 it went to Robert W. Orr, only to be inherited by F&S&R briefly when Orr and F&S&R merged in early 1958. F&S&R was a finalist when VanSant, Dugdale got the account in a competition last spring.

■ National Guard officials did not indicate their reason for failing to exercise the renewal option which was available in the VanSant, Dugdale contract. #

KIWW Increases Power

KIWW, San Antonio, fulltime Spanish-language station, has started operating its new 5,000-watt power plant, changed frequency and altered its call letters. Now identified as K-UBO (pronounced "Que Hubo," popular Spanish words of greeting), the station is transmitting on the frequency of 1310kc with 5 kw.



CARL M. POST *has been named exec vp of Grant Advertising, Chicago. Mr. Post joined Grant in 1955 as vp and account supervisor and was named chairman of the plans board of the Chicago office in 1957, duties he will continue to handle.*

EWRR Absorbs W. S. Walker as Pittsburgh Unit

(Continued from Page 1)

more agency representation." It will keep the service office open, as well as the Walker agency premises, and it has retained Walker's 40-plus employes.

Walker officials have made no comment, but the consensus in ad circles in Pittsburgh is that some of the larger Walker clients have been asking for services only obtainable quickly and efficiently through a national agency.

EWRR, on the other hand, is obtaining an entrenched position in one of the country's top industrial advertising centers.

■ The Walker agency was originally Walker & Downing, started in 1914. In 1939 the agency began operating as two separate proprietorships—Walker & Downing General Agency and Walker & Downing Industrial Division. The former was owned by the late William S. Walker and the latter by Harold S. Downing.

Then, in 1955, Walker & Downing General Agency was purchased from the Walker estate by the new corporation, W. S. Walker Advertising. Mr. Richardson, who had joined the agency in 1932, became president and Mr. Newmeyer exec vp. The Walker & Downing Industrial Division became Downing Industrial Advertising, with Harold A. Downing as president and treasurer. #

Compton Gets Eversharp Pen

(Continued from Page 1)

that 70 agencies solicited the account but the company heard presentations from only 20 agencies.

"We were very impressed with Compton," Mr. Eddy said. "We felt that the agency could give us good marketing counsel and merchandising assistance. We felt that Compton has demonstrated its ability to sell merchandise through advertising for other clients, and we feel that they can provide us with sound advertising strategy."

■ He added that Eversharp also was impressed by Compton's willingness to go all out in the assigning of top talent to "an advertiser with a modest budget." He also pointed out that Compton has a "strong New York office, a good Chicago office and numerous branch offices."

The selection of the agency was made by Mr. Eddy and C. G. Heath, exec vp of Eversharp. The key Compton people on the account, Mr. Eddy said, will be John Hise, account supervisor, and James McPherson, marketing supervisor, both of whom will work out of New York; and E. Dean Landis, vp and general manager of Compton's Chicago office, and Vic Montgomery, account executive, who will operate out of Chicago. The account officially will be handled in Chicago.

Compton's initial Eversharp assignments, Mr. Eddy said, are to develop ad programs for a fall back-to-school push, and a campaign for the introduction of six new Eversharp products this year.

Dart Drug to Ver Standig

Dart Drug Stores, a Washington, D. C., chain, has appointed M. Belmont Ver Standig Inc., Washington, to handle its advertising and pr.

Whiting Rink Ludgin Willmarth

NEW LUDGIN TEAM—*Members of the new executive committee formed at Earle Ludgin & Co. this week include Earle Ludgin, board chairman; John Willmarth, newly-elected president; George Rink, new general manager, and Ralph Whiting, committee chairman.*

Willmarth Named President as Ludgin Regroups Executives

CHICAGO, May 15—John H. Willmarth today was named president of Earle Ludgin & Co., and a change in the management structure of the agency aimed at strengthening client service was effectuated. The moves followed the resignation last week of Vincent R. Bliss as president (AA, May 11).

George A. Rink was promoted to general manager and Ralph E. Whiting was appointed chairman of a newly formed executive committee. This committee, which comprises Messrs. Whiting, Rink, Willmarth and Earle Ludgin, board chairman, will be the agency's basic policy-making group, and also will function as a plans board to direct and review both marketing and creative recommendations prepared for each client.

"We feel that the establishment of our four-man executive committee not only improves our internal efficiency, but also strengthens the way in which we serve our clients," Mr. Ludgin said. "Such a group management arrangement lets us apply maximum judgment to all our work, and provides the basis for a continuing management for the future."

Mr. Willmarth has been with the agency for 30 of its 32 years, and has been exec vp and creative director since 1954. Messrs. Rink and Whiting are vps and directors of the agency, and have served as account supervisors since 1952 and 1954, respectively.

■ When asked to comment on reports that the agency might be merged, Mr. Ludgin replied: "Our attitude toward merger is unchanged. As our present realignment of management should indicate, we are not considering merger."

As for billings this year, Mr. Ludgin said: "We anticipate 1959 billings of approximately $5,000,000 plus—plus new business, that is." #

Barclay to 'Auto Industries'

Hartley W. Barclay, until recently publisher of *Tide*, has been appointed editor of *Automotive Industries*, Philadelphia, a Chilton publication. James R. Custer, with the magazine since 1942, has resigned from the editorship, but will remain on the staff as engineering consultant.

Daly Resigns from Ludgin

Jane Daly, vp in charge of radio-television of Earle Ludgin & Co., Chicago, has announced she will resign from the agency, effective June 15. Miss Daly joined Ludgin in 1955, a year later organized the radio department and entered tv advertising in 1949.

'Toledo Blade,' 'Times' Combined on Saturdays

TOLEDO, May 15—Toledo Blade Co., publisher of the *Toledo Blade* and *Times*, has eliminated the Saturday morning edition of the *Times* and has combined the *Times'* features and columns into the Saturday editions of the *Blade*.

The first combined newspaper appeared May 9. The Saturday press deadline for the *Blade* was moved up from 11:30 a.m. to 7 a.m., with most of the home delivered editions reaching subscribers by 9:30 a.m.

"We just took two bad newspapers and combined them into one good one," LeRoy F. Newmyer, vp and advertising director, told ADVERTISING AGE. He pointed out that in the past, the Saturday editions of both dailies were skimpy, and Saturday circulation was smaller than weekdays.

■ Mr. Newmyer told AA that the combined May 9 issue carried seven more pages of advertising—split evenly between display and classified—than previous average Saturday issues of the *Blade* and *Times* together.

Another advantage of the combination, he said, is that subscribers to the *Times* will save money; the per-copy price of the *Times* was raised from 7¢ to 10¢.

"Weekly bills will go up from 42¢ to 50¢ instead of 42¢ to 60¢ for *Times* readers with the dropping of the Saturday edition," Mr. Newmyer said.

■ The *Blade's* advertising rates for Saturdays will stay the same, Mr. Newmyer said. The *Blade's* press deadline for its Sunday "bulldog" edition was advanced from 5 p.m. to 2:30 p.m., he added. The *Times* is not published on Sundays.

Mr. Newmyer said the combining of the Saturday dailies may start a trend. He said he has received inquiries from publishers all over the U.S. #

Wilson, Haight Handles Stanley Works Campaign

A magazine and direct mail campaign for the Stanley Works, New Britain, Conn., maker of hand and electric tools, hardware, garden tools and other products, is being handled by Wilson, Haight, Welch & Grover, Hartford, Conn. ADVERTISING AGE erroneously reported last week (May 11) that Hugh Graham & Associates, the company's other agency, was handling the campaign.

An eight-page Stanley gatefold ad promoting hand and electric tools and hardware will run in *Popular Mechanics*, and not *Popular Science*, as AA reported.

Last Minute News Flashes

Great Western Wine Account Shifts to Greenthal

NEW YORK, May 15—Great Western Producers Inc., Hammondsport, N.Y., producer of Great Western champagne and other wines, will move its advertising June 1 from Gore Smith Greenland Inc. to Monroe Greenthal Co. The account, which bills about $350,000, is expected to be increased this fall when a new campaign will be launched in newspapers and magazines to mark the company's 100th anniversary. Until about a year ago it was known as Pleasant Valley Wine Co.

Jackson Leaves Mennen for 'Cosmo' Ad Post

NEW YORK, May 15—Michael J. Jackson has resigned as acting advertising director of the Mennen Co. to rejoin Hearst Magazines as advertising manager of *Cosmopolitan*. For seven years prior to 1957 Mr. Jackson was an account executive with *Good Housekeeping*.

Inglis Moves Consumer Unit to Cockfield

TORONTO, May 15—John Inglis Co., Toronto, has appointed Cockfield, Brown & Co., Toronto, as agency for its consumer products division. The division markets laundry equipment, water heaters, ranges and other equipment. Spitzer & Mills, Toronto, is the former agency of record.

Dubro Leaves Charney, Reopens Sherwood Agency

NEW YORK, May 15—Myron Dubro has resigned from Charles J. Charney Advertising to reopen the Sherwood Agency, 114 E. 31st St., New York 16. He takes with him the accounts he brought to Charney, including Belray Chemical Co., Camera Mart, Filmline Corp., Flex Electric Products, Monte's on the Park, Rapid Film Technique Inc. and several others. Leslie A. Segal, formerly with *Madison Ave.*, has joined the agency as art director.

N. Y. Dailies Join in Detroit Push; Other Late News

• **The seven big New York dailies,** in a rare show of unanimity, will make a concerted pitch to Detroit's auto makers to push newspaper advertising as a prime medium for selling new cars. Representatives from the *Herald-Tribune, Journal-American, Mirror, News, Post Times* and *World-Telegram & Sun* will meet with American Motors, Chrysler, Ford and General Motors in a three-day session starting May 26 to stress the sales potential for new cars in metropolitan New York. While details of the newspapers' move were still secret today, it was learned that the dailies will rely on market studies that compare the effectiveness of newspapers against magazines and tv, with the heaviest competitive salvos aimed at broadcast media.

• **Look,** which broke its new Magazone regional ad plan last week, has appointed Gil Maurer as manager of regional advertising. He was formerly assistant to the magazine's vp and ad director, Don Perkins. *Look* also has added four new salesmen. In New York, they are Robert Fountain, formerly with Young & Rubicam, and Ray Forenza, formerly with *Playbill;* in Chicago, Gordon Burkhard, formerly of the *New York Times*, and Joseph Tiernan, formerly with *Coronet*. In the wake of a cover price slash to 19¢ by *Life*, *Look* also has announced it will continue to sell at its regular price of 20¢.

• **Charles H. Cottington,** formerly vp in charge of broadcasting at Erwin Wasey, Ruthrauff & Ryan, has been named president of Stars National, New York, radio-tv station representative. He replaces Bernard Howard, who left to form his own rep organization, Bernard Howard & Co.

• **International Ladies Garment Workers Union** scheduled a 20-page roto supplement to appear in the May 17 edition of the *New York Times*, in the course of the union's Miami convention. The supplement traces the history and development of ILGWU and presents detailed reports on union finances. The section will also go to 500,000 union members, and 250,000 will be used for supplementary promotions by the union. Lennen & Newell handled the ad. Doyle Dane Bernbach handles advertising for the union label.

• **Zeckendorf Hotels Corp.,** New York, has moved the advertising for its Hotel Commodore from Needham & Grohmann to Al Paul Lefton Co. But the former agency still retains the advertising for other Zeckendorf New York hotels: Astor, Chatham, Drake, Manhattan and Taft.

• **Doyle Dane Bernbach Inc. and N. W. Ayer & Son** have withdrawn as contenders for the Hudson Pulp & Paper Corp. account, New York (AA, May 11). Among the agencies reportedly still interested is Sullivan, Stauffer, Colwell & Bayles. Norman, Craig & Kummel will continue to handle the account until Aug. 31.

• **James Seaborne,** formerly a tv production supervisor at Ted Bates & Co., has joined Morse International, New York, as director of the tv-radio production department. He replaces Sumner Lyon, who left Morse to join John Colburn Associates, Wilmette, Ill.

• **Pontiac and General Mills** have tied in on a deal whereby Pontiac advertising will appear on 55,000,000 GM cereal boxes and will offer 32 cars as prizes in a series of contests beginning next month. Pontiac will get one-minute spots on 14 tv shows sponsored by General Mills. The tie-in will be promoted by a color spread in *Life*, a spread in *The Saturday Evening Post* and a color page in *Look*. MacManus, John & Adams, the Pontiac agency, is handling the promotion.

• **Life,** starting with its Aug. 24 issue, will launch a special monthly four-page ad section covering the 11 western states. In a confidential memo to branch managers, the magazine said the section will be available on a page basis beginning in August. The regional section will be available on a regular basis in 1960. B&w page rate in the section: $5,520.

• **Vance Johnson,** since 1957 assistant manager of pr services of Chrysler Corp. and onetime vp and general manager of Crowell-Collier Publishing Co., has been named pr director of the *Chicago Daily News*, a new post, effective May 18.

• **J. H. Thomson,** formerly a vp of Haywood Publishing Co. and publishing director of *Electric Light & Power*, has joined **Waldie & Briggs,** Chicago, as vp in charge of client service of LaSalle Research Co., a division of Waldie & Briggs.

• **William J. Clark,** formerly sales manager, textile products division, Owens-Corning Fiberglas Corp., has been promoted to vp and director of advertising. He succeeds William D. Crelley, who will continue as consultant and advisor to Mr. Clark.

Frazee Joins Tatham; Dristan Print to Murray

NEW YORK, May 15—Harold D. Frazee, former account supervisor on Whitehall Laboratories at Bryan Houston Inc., today joined Tatham-Laird, Chicago agency.

He will head the agency's drug division and will work out of Tatham-Laird's New York office, which currently is being expanded. Mr. Frazee told ADVERTISING AGE last week that he was fired by Bryan Houston Inc., which resigned Whitehall's $6,000,000 Dristan business two weeks ago (AA, May 4). T-L was awarded the Dristan account last week (AA, May 11).

T-L said that no additional personnel had been hired to work on Dristan, although the agency has received applications and talked to numerous persons about joining the agency. It was not known if Joan Sommerville, Mr. Frazee's wife, who was the Whitehall account executive at Bryan Houston, will join her husband at T-L.

■ In making the announcement of its appointment last week, Tatham-Laird reported that Dristan print billings were $488,654 in newspapers and Sunday supplements, and $148,944 in magazines. But it neglected to point out that it did not have that portion of the account.

The print portion—roughly 10% of the account—has been assigned to John F. Murray Advertising, a house agency for American Home Products, the parent company of Whitehall. The function of the Murray agency in relation to AHP changes through the years. In the past it has handled a considerable amount of tv billing for AHP products.

Lately the emphasis has shifted to print billings, and Murray currently places print for Anacin, Preparation H, Primatene (asthma relief) and Compound W (for warts) in addition to the newly-added Dristan. #

Post Office Buries Minimum Mail Size Rule, Plans New One

WASHINGTON, May 14—The Post Office Department today fulfilled its promise to suspend a regulation which would have become effective July 1, banning any domestic mail less than 2¾"x4" in size.

While the rule was originally adopted in order to eliminate ultra-small mail which is difficult to handle, the department explained last March that a fresh approach on length and width standards will be necessary as the department introduces additional automatic mail handling equipment in the next two years (AA, March 30).

■ In a report on the minimum size problem, Deputy Postmaster General Edson Sessions said adoption of the 2¾"x4" minimum at this time represents unnecessary burdens on mail users, since more stringent rules will be necessary in the near future.

He said studies show that most first and third class mail falls into the 3"x5" to 6"x12" sizes which are conveniently handled by mail sorting machines. In the near future, he said, the department will begin consulting mailers on new size standards which will become effective in 1961. At that time the department will outlaw some odd-size mail or request Congress to approve premium rates for mail which is not "machinable." #

Chicago NIAA Chapter 'Advises' Against Changes

(Continued from Page 3)

crease—which would increase individual members' dues to national headquarters from $25 to $35—can be summed up in these two quotes: from Mr. Butler—"Let's give national a chance to show what they can do when they have some money to work with"—and from Bruce K. Stabelfeldt, Waldie & Briggs—"They [national headquarters] haven't begun to give us our money's worth now." The vote was 12-7 against the dues increase (the lower total vote reflecting the steady attrition of members leaving the meeting).

The votes are advisory to the chapter's conference delegates (Mr. Butler and the chapter president, Raymon Wall, Waldie & Briggs) but are not binding upon them.

The vote against the dues increase was softened somewhat by approval of a motion to instruct the delegates to back a dues increase if a specific proposal beneficial to the Chicago chapter is made at the conference on how to spend the extra money.

■ One other committee recommendation was acted upon—a proposed amendment to the stated purposes of the association, which emphasized the advertising aspects of the association while leaving the door open for the NIAA also to promote "related marketing functions." A motion to back this change was overwhelmingly approved with little discussion.

Other development committee recommendations, covering (1) the establishment of an advisory planning committee to guide the association's activities, (2) more help to chapters from national headquarters on the planning and carrying out of meetings and seminars and (3) more effective communications from headquarters to chapters, were discussed, but no action was taken. Several members voiced fears about the cost of the proposals and about the possibility they might vitiate the vigor of local chapters. #

Kracht Skelton De Wolf

NEW YORK INDUSTRIAL ADVERTISERS CHOOSE TWO—*Gold watches were presented recently by the New York chapter of National Industrial Advertisers Assn. to Alvin R. Kracht, assistant media director, J. M. Mathes Inc., elected space buyer of the year, and to George R. Skelton, district manager, Petroleum Refiner, elected space salesman of the year, by John De Wolf, chapter president, and vp of G. M. Basford Co., on behalf of the chapter.*

Stern, Walters Gains One

D. K. International Sales Corp., Beverly Hills, Cal., sole U. S. distributor of the Daihatsu Trimobile, a three-wheel delivery truck, made by Daihatsu Kogyo Kabushiki Co., Osaka, Japan, has named Stern, Walters & Simmons, Chicago, to handle its advertising and pr.

Donald Gardner Gains Two

Donald W. Gardner Advertising, Boston, has been named to handle two new accounts: Crawford Lobster Co., which uses magazines and newspapers, and Polly Shorrock, manufacturer of dolls.

Rating Execs Watch Little TV, 'Newsweek' Finds

(Continued from Page 2)

watch Ed Sullivan or Steve Allen and whatever shows come on after them—but that's only because it's Sunday and I like to relax a little, not because I particularly like these shows."

• **Ed Hynes, Trendex**—"When you're a nose-counter, you simply record the way the audience is stacked up. It's a little appalling to be whacked over the head and told you're responsible because a program is cancelled. A show goes off the air because people aren't watching, not because of the ratings themselves.

"Frankly, I'm not much of a tv fan. I do enjoy certain programs. I learned more about cosmic rays in one hour on the Bell Telephone program than I would have in 1,000 years, but I wouldn't seek this out all the time. I work a lot at night, commute to Wilton (Conn.). When I do watch, I like Dinah [Shore] and [Perry] Como. My wife likes 'Playhouse 90'."

• **Albert E. Sindlinger, Sindlinger & Co.**—"An advertiser believes that the more people he can reach on a cost-per-1,000 basis, the more people he influences. This is a basic fallacy. Instead of buying numbers, an advertiser should put his dollars where the people he's trying to reach are. An advertiser is better off with a low-rated program if it's the right program for those people. Lawrence Welk should be selling Serutan. He's reaching the over-45 age groups."

Mr. Sindlinger said, "Tv does damn little creating" and that he "can't stand" to watch television or movies.

• **James W. Seiler, American Research Bureau**—"There's always a storm raging around us. Hundreds of people have a financial interest in saying the ratings are wrong. Accusations are bound to fly. . . But misuse of our data leads to nine-tenths of our troubles."

Mr. Seiler said he had little time for viewing.

• **Dr. Sydney Roslow, Pulse**—"It's not true that ratings have massacred shows. And it's just not true that tv is uniform or mediocre. Every day and every night of the week there are programs anybody can find satisfactory. It's what the public thinks that counts. We took a survey. Thirty per cent of the viewers felt programs this year were better than in previous years. 24% thought they weren't and 46% thought they were just as good. I agree with the majority."

Dr. Roslow told *Newsweek* that he watches about 16 hours of tv weekly. He spends most of the time with westerns and late movies. #

Leonard Changes Name

Leonard Advertising, Chicago, has changed its name to Leonard Primer Advertising. Leonard Primer continues as head of the agency. The agency also has added two new accounts. They are Delta-f Corp., Geneva, Ill., maker of electronic components, and Autoquip Corp., Chicago, producer of hydraulic lift equipment.

Foundation Co. to Cockfield

Foundation Co. of Canada, engineering and construction specialist, has appointed Cockfield Brown & Co., Toronto, to handle its advertising. Foster Advertising Ltd., Toronto, formerly handled the account. Cockfield, Brown also has named Howard Pain, specialist in art planning for sales promotion pieces, to its creative staff.

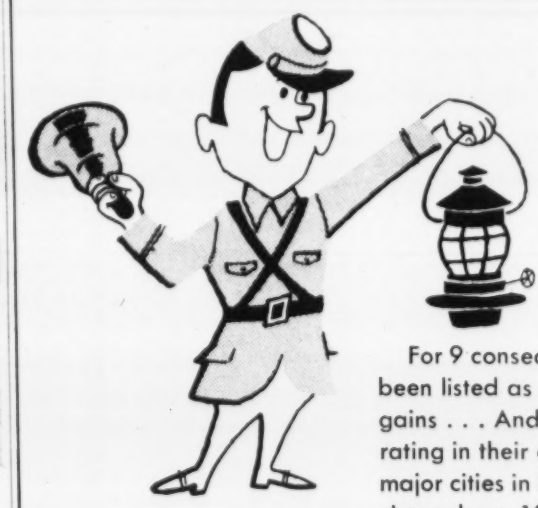
B+C

. . . means

Bertsch + Cooper

. . . it also means typographic proofs beyond compare . . . proofs that are mechanically true

Type faces used are:
Bertschtypes No. 70B and 89A



No. 1 IN THE NATION

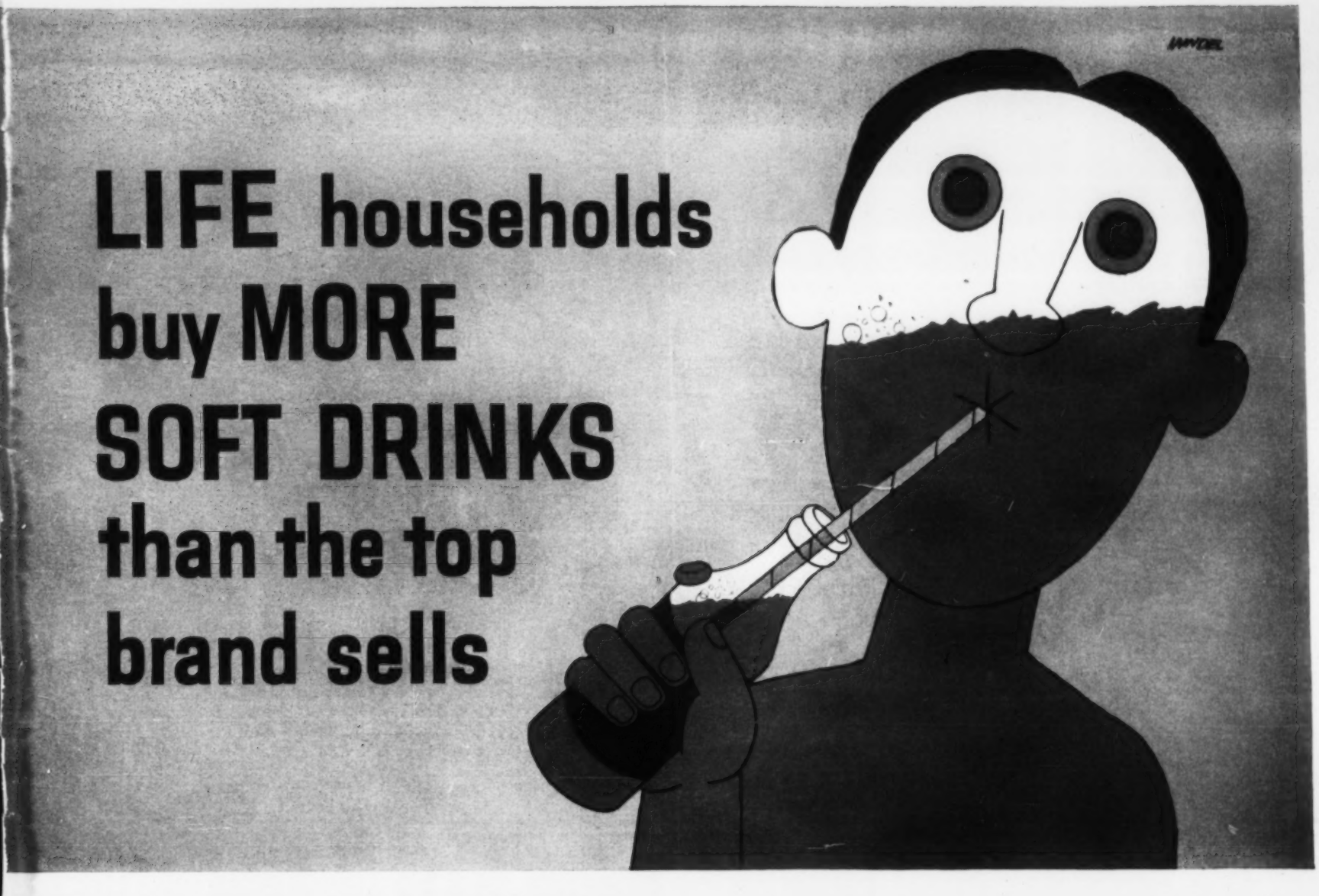
For 9 consecutive months, Jackson, Mississippi has been listed as the top city in the nation for business gains . . . And 5 national publications agree on this rating in their economic reports . . . Jackson led 100 major cities in increased banking activity . . . Jackson showed an 18% business gain over the previous year . . . industrial employment is up 9% . . . and a 30% retail sales increase is forecast. If you want business where business is being done—place your sales message in Mississippi's two top newspapers—

THE CLARION ★ LEDGER AND JACKSON DAILY ★ NEWS

Jackson, Mississippi

Mississippi's First Newspapers • Represented by the Katz Agency, Inc.

Co-Owners WJTV (TV) WSLI (Radio)



Even the best selling soft drink doesn't sell enough in a year to satisfy the demand of LIFE-reading households.

Fact is: households that read an average issue of LIFE account for some 35 cents of every dollar spent on soft drinks. And over the course of thirteen issues, this spending power builds to 78 cents of every soft drink dollar spent.

It's the qualities LIFE readers share—their alertness, enthusiasm, responsiveness—that create such a demand.

Big today, it is going to be even bigger in the booming Market of the 1960's. And so is the opportunity for soft drink manufacturers.

Growth is a fact of LIFE, too. And tomorrow—when soft drinks, cigarettes, tires and every other product or service offered by U. S. business will be selling at an all-time high—LIFE's circulation will be at an all-time high—over 6,500,000 next year.

DEMAND
IS A FACT OF LIFE

THE CHRONICLE MEANS THE WEST

Represented by Sawyer Ferguson Walker